



Course Syllabus

Course Code	Course Title	ECTS Credits
HOSP-410	Service Quality Management	6
Prerequisites	Department	Semester
Senior	Management	Fall / Spring
Type of Course	Field	Language of Instruction
Compulsory	Tourism, Leisure and Events Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Yianna Orphanidou	3 rd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Analyse human needs and expectations in the achievement of preferable satisfaction.
- Articulate the characteristics of service and gap analysis between expectations and satisfaction.
- Evaluate a quality analysis considering its implementation and consequences.
- Analyze Hospitality and Tourism enterprises social impacts.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Critically evaluate the modern concepts and theories of quality management.
2. Identify the factors that contribute to the continuous quality improvement process.
3. Explore the concepts of Quality management and its application to the Hospitality and Tourism sector.
4. Demonstrate the relationships between quality management and human resource management.
5. Recognize the role and significance of TQM with a strategic management context.
6. Identify and assess ethical, environmental and sustainability considerations in social impact decision-making, processes and practices.

Course Content:

- A systematic approach to quality (from Q to TQM, Developing and maintaining a total quality work ethos: Develop strategies, Quality standards, investor in peoples-6S-Six Sigma approach).
- Quality Business relationship (A quality structure, A unique business environment
- Squeezing the most from quality registration: Setting up a quality system, standards and procedures Training and briefing, assessment).
- Performance measurements (specific operating parameters, Quality line management).
- Quality audit (Achieving results through the chain of command).
- Quality Improvement teams (Hotel Action Teams-Quality support manager).
- A commitment to excellence (Quality self-assessment- Delivering a Quality Product, Extraordinary customer satisfaction, Corrective action and continuous improvement).
- Quality through people (Recipes for success, Inspection. Testing status of procedures and equipment).
- Changing culture (success stories of quality systems implementation).
- Ethics, Sustainability and Responsible practises in quality management.

Learning Activities and Teaching Methods:

PowerPoint Lectures, workshop assignments, practical exercises, student presentations/assignments, mystery shopper activities

Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Service Quality in Leisure, Events, Tourism and Sport	J. Buswell C. Williams K. Donne C. Sutton	CABI	2016	ISBN-13: 978-1780645445

Service Failures and Recovery in Tourism and Hospitality: A Practical Manual	E. Koc	CABI	2017	ISBN-13: 978-1786390677
Service Quality Management in Hospitality, Tourism, and Leisure	Connie Mok, Beverley Sparks, Jay Kadampully	Routledge	2013	1136386564, 9781136386565

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Practical Guidelines for Integrated Quality Management in Tourism Destinations: Concepts, Implementation and Tools for Destination Management Organizations	World Tourism Organization (Unwto)	UNWTO publications	2017	928441797X, 9789284417971