



Course Syllabus

Course Code	Course Title	ECTS Credits
THOM-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	Ms Yianna Orphanidou	3 rd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Analyze human needs and expectations in the achievement of satisfaction.
- Deal with complaints, remedies and prevention.
- Articulate the characteristics of service and a gap analysis between expectations and satisfaction.
- Evaluate a quality analysis, its implementation and consequences.
- Merge service and quality in order to achieve an effective application of service quality.
- Develop and control effective employee performance towards quality service.
- Analyze of ISO/BS standards of quality.

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. (students should acquire Knowledge of quality theories available, describe the 'system view' that underlines modern quality management thinking)
2. Identify the factors that contribute to the continuous quality improvement process. (students should acquire knowledge to compare and contrast Deming's, Juran's, and Crosby's perception of quality of management and identify why commitment is an important variable in quality improvement initiatives)
3. Explore the concepts of Quality management and its application to the Hospitality and Tourism sector. (students should acquire knowledge and abilities in the ways in which

services are unique in comparison with manufacture industry, and how the differences affect the management of service quality).

4. Appraise the various evaluation frameworks that exist. (students should acquire knowledge and be able identify the advantages of the 'servqual' instrument)
5. Demonstrate the relationships between quality management and human resource management. (students should acquire abilities in recognizing the importance of the human factor in implementing quality systems)
6. Recognize the role and significance of TQM with a strategic management context. (students should acquire knowledge and skills in planning of quality management process)

Course Content:

1. 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
2. Quality Business relationship: A quality structure, A unique business environment
3. Squeezing the most from quality registration: Setting up a quality system, standards and procedures Training and briefing, assessment
4. Performance measurements: specific operating parameters, Quality line management
5. Quality audit: Achieving results through the chain of command
6. Quality Improvement teams: Hotel Action Teams-Quality support manager
7. A commitment to excellence: Quality self-assessment – Delivering a Quality Product, Extraordinary customer satisfaction, Corrective action and continuous improvement
8. Quality through people: Recipes for success, Inspection. Testing status of procedures and equipment
9. Changing culture- Explain success stories of quality systems implementation, Making the choice.

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	978-1780645445
Service Failures and Recovery in Tourism and Hospitality: A Practical Manual	E. Koc	CABI	2017	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