MODULE **DESCRIPTOR**

MODULE TITLE	APPLIED RESEARCH AND SERVICE QUALITY IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT		
MODULE CODE	TL2119 (L5)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

The primary aim of this module is to provide hospitality, tourism and event management students with a professional and critical awareness of service quality management, whilst also building upon the importance of analysing and planning research in their substantive areas of study. As a consequence the first part of the module aims to develop knowledge and understanding of the theories and principles of service quality within the context of the tourism, hospitality and event business environment. Whereas the second part of the module will focus upon academic research and analytical skill-building; covering a range of issues involving secondary and primary methodologies, data collection techniques, data analysis and critical writing skills.

MODULE **CONTENT**

Indicative syllabus content:

The range of content covered in the first part of this module:
- An introduction to services
- The service experience
- Characteristics of services
- Factors that influence customer expectations
- Designing quality and service design
- Customer delight and engagement
- Managing service employees and employee engagement
- Managing service consumers
- Customer relationship management
- Measuring service quality
- Service failure and recovery
- Researching service markets / managing and using data
- Managing the service encounter
- Managing the servicescape

The range of content covered in the second part of this module:

- Introduction to Research Methods for Events
- Research Approaches and Philosophies
- Theory and Conceptual Frameworks in Research
- Understanding the Literature Review: Class 1, 2, 3 sources
- Rankings of Journals – in your subject area
- Research Designs and Sampling
- Using Questionnaires in Event Studies
- Analysing Quantitative Data
- Interviews and Interviewing in Research
- Focus Groups and Workshops
- Content Analysis
- Observational techniques
- Ethical Issues in Research
- Using Case Studies
- Research proposals

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1. To develop a critical knowledge of the factors that create the customer service experience;
2. Critically analyse what features make service organisations successful and what features do not achieve the desired results.
3. Apply a critical approach to the reading of research based articles and understand the limitations of different strategies in relation to research;
4. Write a project proposal, demonstrating the ability to analyse and interpret data.

TEACHING METHODS

The module will be delivered on campus and the students will attend a weekly lecture and workshops. Lectures will be researched informed and industry professionals will be invited.

Lecture materials and additional reading will be available on-line via E-learn.

Some workshops will be dedicated towards the assessments. In addition to the subject and topics that are examined throughout the module, attention will be placed on developing a range of skills. Primarily, these skills will be academic but an emphasis here is on key management abilities.

The assessments for this module will encourage students to carry out and act upon primary data collection (assessment 1) – which will be related to their chosen programme of study. The collected data will be analysed within a group report. Implication and recommendations will then be addressed in the form of a poster presentation.

In addition students will prepare a detailed research proposal in the form of an individual report (assessment 2) that will address an issue relating to their programme of study.

ASSESSMENT METHODS

This module is assessed through one Conference Poster Presentation and one research report proposal.