

## MODULE DESCRIPTOR

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| <b>MODULE TITLE</b> | <b>Managing Quality Service</b>   |                     |                      |
| <b>MODULE CODE</b>  | TL4027 (L7)                       | <b>CREDIT VALUE</b> | 20 credits / 10 ECTS |
| <b>SCHOOL</b>       | SCHOOL OF BUSINESS AND MANAGEMENT |                     |                      |

### MODULE AIMS

To provide students of hospitality, tourism and events with an in-depth knowledge of integrated management issues within the service sector. The module considers the importance of customers, employees and service delivery quality to the effective service organisation. It aims to develop the conceptual awareness necessary to be an effective service operations manager within hospitality, tourism and event experiences.

### MODULE CONTENT

#### Indicative syllabus content:

The distinctiveness of hospitality, tourism and event services. Classification and management of the characteristic of services. The integrated and systemic nature of hospitality, tourism and event operations.

The customer experience and experience economy, including the theory of guestology, guest expectations and value for time and money expended.

Enhancement of the experience. Factors in relationship between service quality and satisfaction and the customer experience

Customer satisfaction measurement matrices. The Importance of frontline staff to customer satisfaction. Key drivers of guest satisfaction

Integrated approach to hospitality, tourism and event service delivery design. Blueprinting and services mapping. Management of real-time operations including supply and demand. The psychology of waiting lines.

The servicescape/ experiencescape and time deepening dimension in the service encounter.

Also critical path, crossfunctional roles and quality teams especially for events

Service failure and service recovery tools and techniques. Service guarantees.

Human Sigma employee and customer engagement - shift from Customer satisfaction to guest delight to engagement needs

New zone of tolerance –customers and employees

Emotional management emotional labour and role theory

Service quality management tools for improving organisational performance. Tools and

techniques their advantages and limitations. Designing effective customer feedback systems

Measuring and managing service delivery

## INTENDED LEARNING OUTCOMES

| On successful completion of this module a student will be able to: |   |
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| 1.   | Display mastery of complex theories and concepts of contemporary service operations and quality management practice                       |
| 2.   | Explore in depth a range of tools and techniques aimed at the improvement of quality in service organisations and be aware of limitations |
| 3.   | Plan, design and execute practical activities using appropriate techniques and procedures   |
| 4.   | To recognise how critical strong human interactions with customers and employees are to providing service excellence                      |

## MODULE LEARNING PLAN

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 industry relevant and academic but with an emphasis on key management abilities.

However, concepts will be illustrated using cases, examples, and tasks in service industries such as the hospitality, tourism and event industry.

This module is designed to allow students to further develop skills, techniques, and approaches and to seek appropriate solutions based on reasoning and analysis.

To fully benefit from the module it is essential that students attend having completed the required reading with the intention of contributing to discussion, debate and activity. The learning process in this module is through active participation, discussion and debate and not by passive listening.

With this in mind the assessment strategy consists of three parts; a report, presentation and portfolio.

The first assessment aims to instigate critical reading from a range of contemporary and varied sources. Such theoretical frameworks provide the basis of a proposed business appraisal in a very practical and applied way. In conclusion, each student constructs and submits a portfolio of hospitality and event operation practice as emergent to current management practice today.

## ASSESSMENT METHODS

This module is assessed through a report (50%) and a Business Presentation & Portfolio (50%).

