

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 413 |
| Course Title | Service Quality Management |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Required Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Delivering quality service to clients, training the travel industry's human resource component, the meaning and importance of quality, value of the customer and service quality, quality management process, its impact on organizations and the significance of service quality to tourism and hospitality concepts together with the mechanism of quality management approach to providing service excellence through several advancements in quality such as benchmarking and total quality management.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Recognize the value of the operations and quality management concepts and models
- 9.2 Evaluate the tourism and hospitality operations and quality management effectively
apply various theoretical concepts and models for making improvements
- 9.3 Develop decision-making skills through analyzing various case studies related to operations and quality management within the service industry, in particular the tourism and hospitality industries

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Overview, Concepts, Definition	4	-	8	Sriratanaviriyakul, N.
2	Issues and Challenges of Quality	4	-	8	
3	The Design of Services Processes & Layout	4	-	8	
4	Forecasting & Capacity planning & Control	4	-	8	
5	Service Quality and Human Resource	4	-	8	
6	Service Quality and Training	4	-	8	
7	Service Quality and Value	4	-	8	
8	Quality Management Process	4	-	8	
9	Operations improvement, failure prevention & service recovery	4	-	8	
10	Quality Planning and control & Total Quality Management (TQM)	4	-	8	
11	Measuring and Managing Guest Satisfaction	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions
- 11.3 Presentations (students and guest speakers)

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in recognizing the value of the operations and quality management concepts and models
- 13.2 the ability in evaluating the tourism and hospitality operations and quality management effectively apply various theoretical concepts and models for making improvements

13.3 the ability in developing decision-making skills through analyzing various case studies related to operations and quality management within the service industry, in particular the tourism and hospitality industries

Ratio of mark

1. Class Attendance and Participation	10 %
2. Homework	10 %
3. Mid-term Examination	40 %
4. Final Examination	40 %
Total	100 %

14. Course evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Main Textbook

Williams C. and Buswell J. (2003). *Service Quality in Leisure and Tourism*, Oxon: CABI Publishing.

Additional Readings

Ball S., Jones P., Kirk D. & Lockwood A. (2003) *Hospitality Operations: A Systems Approach*, London: Continuum.

Brown S., Gummesson E., Edvardsson B. & Gustavsson B. (1991) *Service Quality*, New York: Lexington Books.

King J.Z., Woods R.H. (1996). *Managing for Quality in the Hospitality Industry*. New York: Educational Institute American Hotel and Motel Association.

Metter R., King-Metters K. & Pullman M. (2003) *Successful Service Operations Management*, Vancouver: Thomson.

Olsen M.T., Teare R. & Gummesson E. (1997) *Service Quality in Hospitality Organizations*. Cassell: Eds.

Rutherford, D. G. and O'Fallon, M. J. (2006) *Hotel Management and Operations*. New York: John Wiley & Sons.

16. Instructor (s)

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17. Course Coordinator

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