

Module Descriptor Definitive Document

Module Code	HTMC06
Version	(completed by QASU)
Module Title	Managing Service Quality
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	100213
Academic Level (FHEQ)	4
Study Period	2
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

- The concept of quality management and assessment.
- Customer satisfaction and understanding the customer and his/her needs and expectations.
- Measurements of quality and systems documentation.
- Benchmarking in the context of tourism.
- Quality management schemes - rationale, orientation/emphasis of approach e.g. ISO 9002, EFQM, Quest, Charter mark, Citizens Charter, IIP, International context.
- Organisations, inter-relationships between systems/staff/customer, appropriateness of each to commercial operations.
- Communication and record keeping, importance of communication across whole organisation (vertical/horizontal).
- Quality Control, Quality Assurance, Total Quality Management (TQM).

Teaching and Learning Experience

Lectures supported by resource-based learning and directed reading will be used to teach this module. A combination of the following methods will be used in delivery of this module offering a wide variety of assessment options to choose from depending on the cohort recruited on to the programme.

Lectures, Seminars, Case Studies, Independent Study, Research Projects, Blended Learning, Virtual Field Trips and Guest Speakers.

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Describe the concepts of quality management and assessment in hospitality, international tourism and events management context.
2. Explain quality control, quality assurance, and total quality management, and assess their benefits to the customer and the organisation.
3. Prepare measurements of quality and systems documentation for a management function of your choice applicable to enterprises operating in the hospitality, international tourism and events management sector.
4. Use collaboration to emphasise the impact of Charter Mark and different ISO's on branding for organisations operating in the hospitality, international tourism and events management sector.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Group Report	50%	1, 2
Group Research Poster	50%	3, 4

Indicative reading (APA 7th edition referenced)

Core Texts

Connie Mok, Beverley Sparks, Jay Kadampully, *Service Quality Management in Hospitality, Tourism, and Leisure*, Routledge, 2001.

Robert Johnston, Michael Shulver, Nigel Slack, Graham Clark, *Service Operations Management: Improving Service Delivery*, Pearson, 2020.

Dr C Williams, John Buswell, *Service Quality in Leisure and Tourism*, CABI Publishing, 2003.

Supplementary Texts

John Bank, *The Essence of Total Quality Management*, Prentice Hall, 1992.

Barrie G. Dale, David Bamford, Ton van der Wiele, *Managing Quality*, Wiley, 2016.

Robert C. Ford, *Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience*, Cengage Learning; International, 2011.