

## **Sample Course Description**

**Dr. Romina Dhora**

**Faculty: Economic**

**Study program: Bachelor in Tourism**

**Course Title: Quality and service management for tourism**

**Course Credits: 8**

**Language of Instruction: Albanian**

### **Course Description:**

The subject emphasizes conceptual, analytical, and problem solving skills which integrate service management models, service marketing, service quality, customer satisfaction, and customer loyalty. Concepts and applications will be introduced through the textbook and selected journal articles in the class. A major on-site investigating group project for an existing hospitality operation is scheduled in the second half of the semester. The idea for creating this project is to let the students consolidate and practice the service quality concepts and skills in a real hospitality enterprise.

### **Course Goals:**

Evaluate and discuss the theories, models and concepts of service quality in the context of management and operations of hospitality and tourism organizations. Discuss the importance of and current issues of service quality in rapid changing hospitality and tourism industry. Integrate sophisticated research methodologies to manage the development of hospitality and tourism through proper decision making. Demonstrate ability to provide leadership at work and for the future development of the industry. Analyze and efficiently utilize human and technical resources to develop internal and external strategies for the enhancement of service quality in hospitality and tourism organizations. Apply service quality management techniques to resolve complex management and operational problems.

**Course Requirements:** During this course, students will discuss in class for lecture topics, Case Studies, will invite to speak the expert guest speakers (if possible), will prepare and present the Group Project, etc. Every student is encouraged to be active in the seminars and to follow the lessons. The frequency of 75% of the seminars is obligatory.

**Grading:** The final grade is composed by:

Activation during seminars 10%

Group projects 20%

Final exam 70%

**Course Schedule:** The course is held during second semester of the second academic year (15 weeks). This course is organized into 5 hours during the week: 3 hours of lessons and 2 hours of seminars.

Main topics are:

Introduction of subject and subject overview

Role of service in contemporary society

Service quality concepts in hospitality and tourism organizations: Problems and issues

Application of service quality concepts

Application of service quality concepts in public and private sectors

Service quality as an organizational strategy

The service quality and customer satisfaction linkage

Service audit and quality assurance programs

Current issues in hotel industry and service quality applications

Measurement issues in service quality

Human resources dimensions in service management

Marketing dimensions in service management

Technology dimensions in service management

Technology and service quality