



Global Learning Semesters

Course Syllabus

Course: HOSP-655 Advanced Service Quality Management for Hospitality Operations

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus

Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-655	Advanced Service Quality Management for Hospitality Operations	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

The course aims at sensitizing students on the critical value of quality in hospitality operations by stressing the role of excellence in services. In the highly competitive global market, service quality will be reinforced as a crucial tool for differentiation and efficiency, and as a major factor for achieving commercial success. The establishment of a quality culture for the organization will be treated as a priority towards guest satisfaction.

Prerequisites

Graduate Standing

Topic Areas

- Service characteristics and challenges
- Service delivery systems
- Total service management
- The quality concept
- Quality components
- Total quality management
- Service quality assurance
- Quality culture
- Quality management systems
- Human resource implications

Readings and Resources

Required Textbooks

1. Shriver, S., (1988) Managing Quality Services, Michigan: Educational Institute of AHLA
2. Bergman, B., Klegdjv (2004), B., Quality: From Customer Needs to Customer Satisfaction, London: McGraw Hill

Recommended Reading

1. Berry, T., (1990) Managing the Total Quality Transformation, New York: McGraw Hill
2. Mills, P., (ed), (1992) Quality in the Leisure Industry, Essex: Longman
3. Brown, S., et al, (1990) Service Quality: Multidisciplinary and Multinational Perspectives, New York: Lexington Books
4. Fitzsimmons, J., (1994) Service Management for Competitive Advantage, New York: McGraw Hill