

1	Course title	Tourism Service Quality Management
2	Course number	2603324
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/co requisites	-
5	Program title	Tourism Management
6	Program code	
7	Awarding institution	School of Archaeology and Tourism
8	School	School of Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	2-3
11	Year of study and semester (s)	4
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	2017

16. Course Coordinator:

Dr. Ismaiel Abuamoud, School of Archaeology and Tourism , Second floor, i.abuamoud@ju.edu.jo

17. Other instructors:

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18. Course Description:

This course provides an overview of the importance of the service quality management in tourism industry aiming at: instructing students in basic concepts of services quality measurement and development. assisting students in developing management competencies and how to apply good practices to improve service quality management in hospitality and tourism industry in order to achieve excellence in customer service, exceed guests needs and expectations, improving the competitiveness of business on a regional & national level (increase levels of repeat visits, reinforce vital word of mouth recommendations)

19. Course aims and outcomes:

A- Aims:
<ul style="list-style-type: none"> • This course introduces the key concepts in managing service organisations and their operations. • Focus is on creating value and customer satisfaction.
B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to
1. learn about customer expectation and expectation gap
2. Determine what the guests desire
3. difference between quality in products and services
4. quality improvement
5. Evaluate and modify service delivery systems

20. Topic Outline and Schedule:

<u>Topic</u>	<u>Week</u>	Instructor	Achieved ILOs	valuation Methods	Reference
	<u>1</u>	Dr. Ismaiel Abuamoud		Homeworks, Particepation and discussion, Projects and presentations, quizzes and exams	Service Quality Management in Hospitality, Tourism, and Leisure Paperback – January 6, 2001 by Connie Mok (Author), Beverley Sparks (Author), Jay Kadampully (Author) , http://bookboon.com/en/accouting-ebooks
<i>ch1 Tourism, Sport, Leisure, And Recreation</i>	<u>2</u>		<u>1-2</u>		
<i>Product and Service Strategies</i>	<u>3</u>				
<i>Service Characteristics of Travel and Tourism</i>	<u>4</u>				
<i>Service quality concepts and dimensions</i>	<u>5</u>		<u>2-4</u>		
<i>Discussion about the final project</i>	<u>6</u>				
<i>The impact of people, process, and physical evidence on tourism, hospitality and leisure service quality</i>	<u>7-8</u>				
<i>Understanding the role of the service encounter in tourism, hospitality and leisure service services</i>	<u>9-10</u>				
<i>service quality, customer satisfaction and value: An examination of their relationship</i>	<u>11</u>				
Mid-term Exam	<u>11</u>				
<i>Measuring Service Quality</i>	<u>12</u>				
<i>Service quality monitoring and consumers feedback</i>	<u>13</u>		<u>2-5</u>		
<i>Service quality monitoring and consumers feedback</i>	<u>14</u>				
<i>Managing service failure through recovery</i>	<u>15</u>				
PRESENTATIONS STUDENT PROJECTS	<u>16</u>				
Final Exam					

21. Teaching Methods and Assignments:

Lecturing, PPT Presentation, discussion, final projects

22. Evaluation Methods and Course Requirements:

[Homeworks, Particepation and discussion, Projects and presentations, quizzes and exams](#)

Class attendance, participation and initiative 10 %
 Tests (quizzes: 10% each, Mid exam: 30% and final: 40%)
 Course project (paper and presentation) 10 %

23. Course Policies:

Attendance: as you might have noticed that I count your attendance as part of your grade. It is important to note here that your attendance includes participation in class discussions, which means that you are expected to do the readings before each class

Missing classes more than 7 times will result in the loss of your entire attendance grade and adversely affect your total class grade or withdraw from the class. You are required to inform your instructor, prior to the class meeting, if you cannot attend class. If you need to be absent on a test or exam day, you will take a test or exam prior to the day on which you will be absent.

Extra credit: Extra credit assignments are not available.

Papers and Presentations: You are expected to demonstrate in an all of your assignments and presentations a high degree of accuracy and professionalism.

Due Date: Unless written permission is received in advance of the due date, all assignments have to be turned in on the day they are due

Tests and Exam Policy: contents of the tests are non-redundant and non-repetitive, which means that chapters that are covered in the previous tests will not be included in the later tests. However, the final exam will include all materials except otherwise specified.

Academic Honesty: The integrity of an academic community necessitates the full and correct citation of ideas, methodologies, and research findings. In addition, each student can promote academic honesty by protecting his or

her work from inappropriate use.

Cheating: Includes the unauthorized use of certain materials, information, or devices in writing examinations, or in preparing papers or other assignments. Any student who aids another student in such dishonesty is also guilty of cheating. Other possible forms of cheating include submitting the same work in more than one class without permission

24. Required equipment: (Facilities, Tools, Labs, Training....)

Data Show

2°. References:

Service Quality Management in Hospitality, Tourism, and Leisure Paperback – January 6, 2001 by [Connie Mok](#) (Author), [Beverley Sparks](#) (Author), [Jay Kadampully](#) (Author) , <http://bookboon.com/en/accounting-ebooks>

2\ Additional information:

Name of Course Coordinator: Dr. Ismaiel Abuamoud Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: **Dr. Ismaiel Abuamoud** Signature: -----

Dean: **Dr. Nada Al Rawabdeh** -Signature: -----