



Module Structure

Module Title : Quality Service and Experiential Management

Module Code : HTPM264

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 2

Group : HTMII

Semester : Spring

Number of Hours Taught : 2

ECTS : 3

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Pre-requisite(s) : None

Module Rationale

This module is designed to enable students to develop an understanding and appreciation of the role of Quality Service and Experiential Management in modern organisations.

Aims

This module assists students to acknowledge the importance of service quality and experiential management in hospitality and tourism and enables them to apply these concepts in hotel and other contexts. Students are exposed to the concept of service quality, the role of expectations and perceptions in customer satisfaction and the ways to measure, monitor and upgrade service quality. They will be able to distinguish between service and experience and explore the concept of experiential management and how it applies to hospitality and tourism.

Intended Learning Outcomes

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

1. Understand the concept of service quality
2. Critically examine the unique characteristics of tourism, hospitality and leisure services
3. Identify the gap between expectations and service standards performance
4. Understand the synergistic relationship on service quality and perception
5. Examine the relationship between customer satisfaction and service quality
6. Understand the concept of Experiential Management
7. Discuss the concept of Experiential Management in Hospitality & Tourism Industry



8. Understand how an experience builds emotional attachments with a brand
9. Understand how experiential management can bring great rewards for brands if done successfully
10. Explain how the concept of experiential management is related to the concepts of experiential learning and experiential marketing.

Delivery Methods:

Lectures, case studies, coursework, demonstration

Assessment:

Tests 30%
Project 30%
Examination 40%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01– 01/02	Understand the concept of service quality Customers perceptions of service Service encounters: The building blocks of customer perceptions	Notes
2.	04/02-08/02	Critically examine the unique characteristics of tourism, hospitality and leisure services Factors influencing customer satisfaction Give out assignment guidelines	Notes
3.	11/02-15/02	Identify the gap between expectations and service standards performance Dimensions of service quality	Notes
4.	18/02-22/02	Understand the synergistic relationship on service quality and perception Dimensions of quality	Notes
5.	25/02-01/03	Examine the relationship between customer satisfaction and service quality Quality management Test	Notes
6.	04/03-08/03	Understand the concept of Experiential Management	Notes

Week	Dates	Topics to be Covered	Reference Chapter / Material
		Article: What is Experiential Management	
7.	12/03-15/03	Discuss the concept of Experiential Management in Hospitality & Tourism Article: 4 Hotels providing customer experience that goes beyond the pillow mint.	Notes
8.	18/03-22/03	Understand how an experience builds emotional attachments with a brand Article: Enhancing customer experience in the hospitality industry	Notes
9.	26/03-29/03	Understand how experiential management can bring great rewards for brands if done successfully Test	Notes
10.	02/04-05/04	Explain how the concept of experiential management is related to the concepts of experiential learning and experiential marketing.	Notes
11.	08/04-12/04	Experiential learning and experiential marketing. Article: The best customer experience strategy: 5 simple tools for hotels	Notes
12.	15/04-19/04	The concept of guestology and its importance	Notes
13.	22/04-23/04 & 02/05-03/05	Submission of Student's Assignment Student's Assignment Presentations	Notes
	24/04-30/04	EASTER HOLIDAYS	
14.	06/05-10/05	Revision	

Essential Reading

Handouts

Additional Reading

Kandampully, J., Mok, C., Sparks, B., (2001). *Service Quality Management in Hospitality, Tourism and Leisure*. Haworth Press.

Laws, E., (2004). *Improving Tourism and Hospitality Services*. CABI Publishing.

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

Prideaux, B., Moscardo, G. & Laws, E., (2006). *Managing Tourism and Hospitality Services*. CABI Publishing.

