

## COURSE OUTLINE

### (1) General information

<b>FACULTY/SCHOOL</b>	SCHOOL OF ECONOMICS, BUSINESS & INTERNATIONAL STUDIES		
<b>DEPARTMENT</b>	BUSINESS AND ADMINISTRATION		
<b>LEVEL OF STUDY</b>	POSTGRADUATEGRADUATE		
<b>COURSE UNIT CODE</b>	<b>ΔTE527-2</b>		<b>2<sup>nd</sup></b>
<b>COURSE TITLE</b>	SERVICE QUALITY AND QUALITY ASSURANCE SYSTEMS IN TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHNG HOURS</b>	<b>CREDITS</b>
<b>Lectures</b>		2-5	4
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
<b>COURSE TYPE</b> <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Special background		
<b>PREREQUISITE COURSES:</b>	No		
<b>LANGUAGE OF INSTRUCTION:</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.unipi.gr/courses/ODE452/">https://eclass.unipi.gr/courses/ODE452/</a>		

### (2) LEARNING OUTCOMES

#### **Learning Outcomes**

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

#### **APPENDIX A**

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

#### **APPENDIX B**

- Guidelines for writing Learning Outcomes

The aim of the module is to:

- Help in understanding the concept of quality, as well as its historic evolution
- Study the quality management systems, as well as the certification processes
- Explore the Common Quality Assessment Framework for the organisations
- Explore the quality tools and their practical implications
- Understand the importance of service quality for both the organisation and the customer
- Study tourism as a service, and to explore tourism quality

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

- Propose systems and techniques for services' quality measurement, and ways to improve it.
- Students will acquire knowledge and skills so as to define the concept of quality and describe its role in today's organisations
- Apply tools and frameworks so as to assess the quality provided by organisations
- Identify and understand the services in tourism sector
- Design and provide quality services

- Measure and improve the level of quality services in tourism sector

#### General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

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- Search for, analysis and synthesis of data and information by the use of appropriate technologies,
- Decision making
- Group/Team work
- Respect for diversity and multiculturalism
- Critical Thinking
- Development of free, creative and inductive thinking
- Citizenship, spiritual freedom, social awareness, altruism etc.
- Project planning and management
- Adapting to new situations

### (3) COURSE CONTENT

- Introductory Concepts & Definitions (quality, total management)
- Historical evolution of the quality concept
- Economic Dimension of Quality (cost, value, benefits)
- Quality Models
- Quality Management Systems and Certifications for Tourism Enterprises
- The European Model of Excellence for Tourism Enterprises
- The evaluation framework for Tourism Enterprises
- Quality Tools and their application in Tourism Enterprises
- Corporate Social Responsibility for Tourism Enterprises
- Service characteristics, components and Quality dimensions (in Tourism)
- Service Quality Measurement
- Customer Satisfaction and quality standards for tourism services
- The cost-profit chain
- The role of human factor in providing quality services

### (4) TEACHING METHODS--ASSESSMENT

<p><b>MODES OF DELIVERY</b> <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	Face-to-Face
<p><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>Use of ICT in Teaching:</p> <ul style="list-style-type: none"> <li>• Educational videos relevant to the course context</li> <li>• Internet for searching data for assignments (in and out of the classroom)</li> </ul> <p>Use of ICT in Communication with students:</p> <ul style="list-style-type: none"> <li>• E-mails exchange</li> </ul>

	<ul style="list-style-type: none"> <li>Course's e-learning platform (messages, announcements, uploading relevant course material, assignments or exercises submission, etc.)</li> </ul>	
<p align="center"><b>COURSE DESIGN</b></p> <p><i>Description of teaching techniques, practices and methods:</i>  <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<b>Activity/Method</b>	<b>Semester workload</b>
	Lectures-Interactive Teaching (Role Playing, Open Discussion, Real-life Examples and Business Examples from Tourism Sector, Videos, Audio/Use of Technology, Voting, Presentations, Case studies, Guest Lecturers)	30
	Individual or Team/Group assignments	27
	Self-study	53
	Examination	2
	<b>Total</b>	<b>112 hours</b>
<p align="center"><b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b></p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Language of evaluation: Greek</p> <p>Students are assessed with final written exams. The exam material is announced in class and posted on e-class platform, as part of the extended module guide, at the beginning of the semester. The written exam includes:</p> <ul style="list-style-type: none"> <li>-Multiple choice questions</li> <li>-Short-answer questions</li> <li>-Open-ended questions</li> <li>-Short case study/problem solving</li> </ul> <p>(Oral assessment is provided to students who belong to specific categories and cannot participate in written examinations, after informing the secretariat and the tutor by submitting the necessary supporting documents).</p> <p>Students are given the opportunity to get assessed by 100% in a written assignment and the presentation of it in class, instead of taking the written exams. Students get to choose from a company from a list of companies provide by the module leader, based on which they can conduct their assignment.</p> <p>The written exam consists 100% of the final mark. However, students are given the opportunity to improve their final mark by participating in the following (given the condition that the student achieves a mark of 5/10 in the final written exam):</p> <ul style="list-style-type: none"> <li>- Case study and presentation of it in class as a team, up to 1 mark</li> <li>- Individual or group assignment, up to 2 marks</li> <li>- Correct answers to in-class evaluative questions, up to 1 mark</li> </ul> <p>Students get informed of the evaluation process, via the e-class platform, as well as in class by the module leader. Examples of the written examination styles are provided to students in class during the year.</p>	

**(5) SUGGESTED BIBLIOGRAPHY:**

- Suggested Bibliography:

- Goetsch L.D. & Stanley B.D., *Quality Management & Organizational Excellence* (Bohoris G.A.: Translation Editor), 8<sup>th</sup> Edition, ISBN: 978-960-418-690-7
- *Total Quality Management*, Bohoris G.A., 2015, ISBN: 9789609342674
- Chytiris, L. & Anninos, L. (2015), *Service management and quality* (e-publications), Athens: Available at: <http://hdl.handle.net/11419/4981>
- Fitzsimmons, J.A., Fitzsimmons, M.J. & Bordoloi, S.K. 2014, *Service management: Operations, strategy, information technology*. New York: McGraw Hill.
- Ford, R.C, Sturman, M.C and Heaton, C.P 2011, *Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience*, Delmar Cengage Learning.
- Zeithaml, V.A, Parasuraman, A and Berry, L 2009, *Delivering Quality Service*, The Free Press, New York

- Relevant journals:

*Total Quality Management and Business Excellence*  
*The Total Quality Management Journal*  
*Academy of Management Journal*  
*Academy of Management Review*  
*Academy of Management Annals*  
*Academy of Management Perspectives*  
*British Journal of Management*  
*Journal of Management Studies*  
*Journal of Management*  
*International Journal of Business and Management*  
*Harvard Business Review*  
*Organization Studies*  
*MIT Sloan Management Review*  
*Academy of Management Perspectives*  
*California Management Review*  
*Strategic Management Journal*  
*Organization Science*  
*Journal of International Business Studies*  
*Organization*  
*Journal of World Business*  
*Journal of Business and Psychology*  
*Journal of Human Resources*  
*Human Resource Management Journal*  
*International Human Resource Management Journal*  
*Human Relations*  
*Human Resource Management Review*  
*Research in Organisational Behaviour*  
*Journal of Tourism and Hospitality*  
*Tourism Annals*  
*Annals of Tourism Research*  
*Journal of Hotel and Business Management*  
*Journal of Tourism Research and Hospitality*  
*Journal of Sustainable Tourism*  
*Tourism Management*  
*TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*