**Hospitality Service Excellence**

Introduces students to a customer-oriented approach to service management within the context of the hospitality industry. The paper explores fundamental theories of customer service, service quality and customer satisfaction. Develop students’ understanding of the concept of hospitality service excellence, and its purpose and role in the modern hospitality industry. Allows students to develop a critical and evaluative approach to hospitality service management.

**Learning Outcomes**

- Critically appraise the key elements of customer service and service quality
- Define service quality and its attributes
- Define service excellence in relation to the provision of hospitality products and services
- Evaluate and analyse the hospitality service encounter and its component parts
- Appraise and recommend how services can be standardised or customised, and what are the implications of such approaches
- Evaluate the success factors and key performance indicators of service excellence
- Propose strategies for overcoming service failure that will lead to service recovery

**Key topics**

- Introduction to Service and Service Quality
- Concepts of service excellence, performance and service levels
- Service encounter
- Enhancing Service Quality
- Measuring, Monitoring and Feedback Systems
- Service failure and recovery
- Achieving organisational excellence

**Books**

Hospitality Industry Service Quality Journal
Journal of Quality Assurance in Hospitality and Tourism