

Degree	Type	Year
Tourism	OT	4

Contact

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Teachers

(External) Jordi Datzira Masip

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are no requirements

Objectives and Contextualisation

The main objective of this unit is to explore the nature and characteristics of services, as well as understanding how service are managed and developed, from a professional as well as technical point of view. We will analyse the implications that service management have in tourism and hospitality businesses.

The unit has the following learning objectives:

- Understand the principles of service management.
- Differentiate the type of services and how they can be developed and managed.
- Recognize the importance of factors linked to customer service and satisfaction.
- Develop the skills to manage tourism services.
- Understand the different management tools to develop the service industry.
- Analyse how the technology is shaping the present and future of customer services.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.

- Behave ethically and adapt to different intercultural contexts.
- Develop a capacity for independent learning.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Develop a capacity for independent learning.
4. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
5. Use communication techniques at all levels.
6. Work in a team.

Content

Introduction to the unit Management of Customer Care and Service

Topic 1: Service nature and characteristics

Topic 2: Strategic service operations and quality management

Topic 3: The service concept: Servicescape

Topic 4: Quality, productivity and satisfaction

Topic 5: Capacity service management

Topic 6: Quality service management

Topic 7: Service delivery process: Blueprint

Topic 8: Internal marketing

Topic 9: Service failure and recovery

Topic 10: Technology applied to managing service in tourism and hospitality

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study resolution	32	1.28	1, 2, 3, 5, 4, 6
Lectures	36	1.44	1, 2, 5, 4, 6
Public presentation of assignments	32	1.28	1, 2, 3, 5, 4, 6

Type: Supervised

Tutories	5	0.2	1, 2, 3, 5, 4, 6
Type: Autonomous			
Case study resolution	14	0.56	1, 2, 3, 5, 4, 6
Homework elaboration	14	0.56	1, 2, 3, 5, 4, 6
Study	14	0.56	1, 2, 3, 5, 4, 6

The teaching methodology is based on a continuous evaluation, combining theoretical content, practical in-class activities, research and analysis, presentations, and reports. Assistance and participation in class during the semester will also be assessed. Therefore, classes will be conducted in seminar format promoting student's participation. It is important to remark that most of the theoretical material is needed to tackle assessments and presentations. Fundamental theoretical notions and special issues will be discussed in class and applied on case studies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assessment 1 (group): Service report	20%	1	0.04	1, 2, 3, 5, 4, 6
Assessment 2 (grup): Service delivery management presentation	25%	1.5	0.06	1, 5, 4, 6
Attendance and participation	15%	0	0	1, 2, 5, 4, 6
End term evaluation	20%	0	0	1, 2, 3, 4
Practical in-class activities	20%	0.5	0.02	1, 2, 5, 4, 6

Continuous evaluation

The continuous evaluation is composed of two assessments of a service management project (in small groups), two practical in-class activities, end-term evaluation, and the participation and assistance in class. To pass the continuous evaluation, students need to reach a minimum of 3.5 out of 10 in each of the assessments and activities. Otherwise, students will have to do the final evaluation at the end of the semester.

Unique evaluation

The unique evaluation is composed of three individual assessments to be delivered during the semester, and the final evaluation at the end of the semester.

Title	Weighting

Assessment 20%

1: Service
concept
report

Assessment 20%

2: Service
delivery
management
presentation
and video

Assessment 20%

3: Service
delivery
management
final report

Final 40%
evaluation

Evaluations (end-term evaluation, final evaluation, and re-evaluation)

The evaluations include the following format in three parts:

- Part 1: Quiz (15%)
- Part 2: Short questions (30%)
- Part 3: Long questions (50%)

Bibliography

Prescribed bibliography:

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Recommended bibliography:

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Software

There isn't.

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed