

COURSE DESCRIPTION

Hotel and Service Development

1. Programme:	Hotel and Relation Management
2. Course:	Hotel and Service Development
3. Semester:	4th semester
4. Credits:	10
5. Course coordinator:	Kari Einarsen
6. Total hours of teaching:	75
7. Preliminary knowledge:	None required
8. Description of the subject:	<p>The starting-point for this subject is the planning of physical facilities and services within the hotel branch. Successively, different challenges connected to project organisation at a hotel/restaurant will be discussed, and the related service strategies and problems will be analysed. The planning of economic operations such as franchise will also be illustrated. Fundamental is also quality development and the chances an enterprise has to create its own service delivery system. The tools for the resolution of problems illustrate different forms of product development and afford the chance of applying theory to practice.</p>
9. Aim:	<p>Students will be provided with an introduction to strategical work and different types of service and marketing strategies for hotels. By the end of the course, students will have a good command of the theory concerning hotel and service development, and will be able to plan and carry out different development projects in a self-confident way. In addition, students will become familiar with the concepts of innovation and creativity, and different problem-solving techniques pertaining to the branch.</p>
10. Subject overview:	<p>Perspectives on service development</p> <p>Service concept & Service logics</p> <p>Service design</p> <p>Hotel design</p>

	<p>Build-up process and organisation. Opening, running and maintenance. Financing and construction costs</p> <p>Understanding the customer</p> <ul style="list-style-type: none"> – Customer’s interaction with other customers – Customer’s interaction with the staff – Customer’s interaction with the physical environment/ the ‘experience space’ <p>Designing services</p> <ul style="list-style-type: none"> – Where do we stand with respect to our competitors? – Customer-induced development – how to understand customer needs <p>Service and service development – the creative process – new ideas come into being Development strategy, brands, owner responsibility, positioning and chain operations.</p> <p>Food & Beverage. New operation forms – outsourcing or in-house operation?</p> <p>Innovation and service / hotel development What does tomorrow’s customer wish for, and how can/should service enterprises adapt? Development and innovation in the hotel branch. – The suppliers present their products. Why investing in “cutting edge” innovations? Service integration – implementing new services. Cultural differences, service culture, strategy and quality of service. Choice, expectations and image. Conditions for the development of the best services.</p>
11. Implementation:	
12. Assessment (mid-term and final assessments):	Student evaluation will be two-fold: a mid-term

	<p>assessment counting towards 40% of the final grade, and a final exam counting towards the remaining 60%. While the mid-term assignment will be a group project, the final exam will be individual.</p>
<p>13. Required literature with number of pages and price per book/booklet:</p>	<p>Briner, Wendy, Colin Hastings, Michael Geddes (2000) <i>Prosjektledelse</i> Gyldendal Akademisk, Oslo. Kr 299,- Mossberg, L. (2003) <i>Att skapa upplevelsar – från OK til WOW!</i> Studentlitteratur, Lund Sverige. 196 pages Kr 338,- Leif-Runar Forsth, (2001) <i>Praktisk nytenkning – systematisk og kreativ problemløsning</i> Aquarius Forlag As kr 280,-</p>
<p>14. Recommended literature:</p>	