

COURSE DESCRIPTION

HTU2101 Hotel and Service Development

1. Degree	Bachelor of Hotel and Relationship Management
2. Year/semester	2 nd year – 4 th semester
3. Credits	10
4. Course instructor	Assistant Professor Janne Olsen
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications
7. Learning goals	The course introduces the students to development strategies, focusing upon hospitality concept's feasibility, design, planning, construction, operations and asset management. The students will achieve a theoretical insight in New Service Development, process design and implementation. Theoretical and practical exercises will prepare the students for work in hotel and service development projects.
8. Course contents	<i>Hotel- and restaurant concepts</i> Concepts, feasibility and design Planning: Development strategy and project finance Legal agreements and contracts Construction: The design team, building costs and managing construction Operations: Operational planning of accommodation and service provision Asset Management: Management Product development and brand management International and cultural issues Storytelling and development of restaurants

	<p>Storytelling and development of hotels</p> <p><i>Service development</i></p> <p>New Service Development (NSD)</p> <p>Designing Experiences</p> <p>The Real-Time Service Product</p> <p>The Service Concept</p> <p>Exploring the link between product and process innovation in services</p> <p>Service capacity design</p> <p>Process innovation in knowledge-intensive services</p> <p>Design and delivery of electronic services</p> <p>The location decisions of new services</p> <p>Scripting the service encounter</p> <p>The impact of service guarantees on service quality at Radisson Hotels Worldwide</p> <p>Service recovery</p>
9. Method of instruction	<p>The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both group and individual presentations. The students are required to invest considerable efforts in the learning process.</p>
10. Assessment	<p>Mid-term exam in groups (2-3 students), duration 6-8 weeks, counts 40 %.</p> <p>Individual final exam (3 hours) counts 60 %.</p>
11. Course syllabus	<p>Fitzsimmons, James A. og Mona J. Fitzsimmons (red). 2000. <i>New service development: creating memorable experiences</i>, Thousand Oaks, Ca: Sage Pub. ISBN: 0-7619-1741-1. Pages: 328.</p> <p>Ransley, Josef og Haydn Ingram (red). 2004. <i>Developing hospitality properties and facilities</i>, 2nd ed. Oxford: Butterworth-Heinemann. ISBN: 0-7506-5982-3. Pages: 321.</p>
12. Recommended reading	<p>Kunz, Martin Nicholas and Patricia Massò. 2006. <i>Best designed. Ecological hotels</i>. Ludwigsburg: Avedition GmbH. ISBN: 978-3-89986-071-9</p>

	Mossberg, Lena og Erik Nissen Johansen. 2008. <i>Storytelling. Markedsføring i opplevelsesindustrien</i> . Bergen: Fagbokforlaget. ISBN: 978-82-450-0652-0
	Norsk Hotellnæring 2008. Oslo: Horwath Consulting AS