

COURSE DESCRIPTION

SOV1100 Service and Hospitality Management

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| 1. Degree | Bachelor of Hotel and Relationship Management |
| 2. Year/semester | 1 st year – 2 nd semester |
| 3. Credits | 10 |
| 4. Course instructor | Associate Professor Patrick Verde |
| 5. Contact hours | 50 hours |
| 6. Course prerequisites | General study qualifications/other qualifications, e.g. the completion of previous courses included in the degree. |
| 7. Learning goals | <p>The students should be able to understand the challenges of service management with special focus on hospitality.</p> <p>Furthermore, the student will gain practical relevant knowledge from theory and research. The use of cases and project work will enhance the relevance of theory and research for Hotel Management.</p> |
| 8. Course contents | <p>The following topics will be emphasized:</p> <p>Distinctive aspects of service as a product and its relevance for customer understanding. Customer understanding – expectancy versus experience. Segmentation and service strategy. Service as a process with special focus on integration to create a distinct experience of hospitality. The importance of the personal contact. The need for specific personal and cultural traits to produce the hospitality experience. The power of integrating a clear-cut promise of service and the management of complaints.</p> <p>Operational challenges in living up to the promise of service and the experience of hospitality, as well as challenges and tools for operational follow-up and development.</p> |
| 9. Method of instruction | The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group presentations. |

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| | <p>The students are required to invest considerable efforts in the learning process. They are expected to work on cases of their own choice between lectures based on given questions. Classroom teaching will be a combination of students' presentations related to the case of their choice, plenary discussions and lectures.</p> |
| 10. Assessment | <p>There will be two examinations. An individual multiple choice test evaluated as pass/fail. Passing the individual exam is a prerequisite to gain a final grade. The final exam will be a 48-hour home exam carried out in groups of minimum 2 and maximum 3 students. The final exam will be related to the case and the themes the students have worked on through the whole semester. The final exam counts 100% of final grade given.</p> |
| 11. Course syllabus | <p>Gunnarsson, Jan og Olle Blohm. 2004. <i>Det gode vertskapet: kunsten å få mennesker til å føle seg velkomne</i>. Trondheim: Tapir. ISBN: 978-82-519-1950-0. (139 s) Pris: 225,-</p> <p>Kandampully, Jay. 2007. <i>Services management: the new paradigm in hospitality</i>. 2nd ed. Upper Saddle River, N.J.: Pearson Prentice Hall. ISBN: 0-13-191654-8. (378 s) Pris: 615,-</p> <p>Verde, Patrick, red. 2008. <i>Kompendium: service og vertskap</i>. Oslo: Markedshøyskolen Campus Kristiania. (ca 200 s) Pris: ca 200,-</p> <p>Compendium : service an hospitality contains:</p> <p>Babakus, Emin, Ugur Yavas, Osman Karatepe og Turgay Avci. 2003. The effect of management commitment to service quality on employees' affective and performance outcomes. <i>Journal of the Academy of Marketing Science</i> 31 (3):272.</p> <p>Banker, Rajiv D., Gordon Potter og Dhinu Srinivasan. 2005. Association of Nonfinancial Performance Measures with the Financial Performance of a Lodging Chain. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 46 (4):394.</p> <p>Beldona, Srikanth og Cihan Cobanoglu. 2007. Importance-Performance Analysis of Guest Technologies in the Lodging Industry. <i>Cornell Hospitality Quarterly</i> 48 (3):299.</p> |

- Brown, Tom J., John C. Mowen, D. Todd Donovan og Jane W. Licata. 2002. The Customer Orientation of Service Workers: Personality Trait Effects on Self-and Supervisor Performance Ratings. *Journal of Marketing Research (JMR)* 39 (1):110.
- Choi, Sunmee og Anna S. Mattila. 2006. The Role of Disclosure in Variable Hotel Pricing: A Cross-Cultural Comparison of Customers' Fairness Perceptions. *Cornell Hospitality Quarterly* 47 (1):27.
- Den Hartog, Deanne N. og Robert M. Verburg. 2002. Service excellence from the employees' point of view: the role of first line supervisors. *Managing Service Quality* 12 (3):159.
- Ford, Robert, William Heisler og William McCreary. 2008. Leading Change with the 5-P Model: "Complexing" the Swan and Dolphin Hotels at Walt Disney World. *Cornell Hospitality Quarterly* 49 (2):191.
- Froehle, Craig M., Aleda V. Roth, Richard B. Chase og Christopher A. Voss. 2000. Antecedents of New Service Development Effectiveness: An Exploratory Examination of Strategic Operations Choices. *Journal of Service Research* 3 (1):3.
- Hartline, Michael D. og O. C. Ferrell. 1996. The Management of Customer-Contact Service Employees: An Empirical Investigation. *Journal of Marketing* 60 (4):52.
- Johanson, Misty M. og Robert H. Woods. 2008. Recognizing the Emotional Element in Service Excellence. *Cornell Hospitality Quarterly* 49 (3):310.
- Kee-Fu Tsang, Nelson og John Ap. 2007. Tourists' Perceptions of Relational Quality Service Attributes: A Cross-Cultural Study. *Journal of Travel Research* 45 (3):355.
- Magnini, Vincent P. og Earl D. Honeycutt Jr. 2005. Face Recognition and Name Recall: Training Implications for the Hospitality Industry. *Cornell Hotel & Restaurant Administration Quarterly* 46 (1):69.
- Mattila, Anna S. 2006. The power of explanations in mitigating the ill-effects of service failures. *Journal of Services Marketing* 20 (6/7):422.
- McGuire, Kelly A. og Sheryl E. Kimes. 2006. The Perceived

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| | <p>Fairness of Waitlist-management Techniques for Restaurants. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 47 (2):121.</p> <p>Parasuraman, A., Valarie A. Zeithaml og Leonard L. Berry. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> 49 (4):41.</p> <p>Severt, Denver og Paul D. Rompf. 2006. Consumers' Perceptions of Fairness and the Resultant Effect on Customer Satisfaction. <i>Journal of Hospitality & Leisure Marketing</i> 15 (1):101.</p> <p>Susskind, Alex M., K. Michele Kacmar og Carl P. Borchgrevink. 2007. How Organizational Standards and Coworker Support Improve Restaurant Service. <i>Cornell Hospitality Quarterly</i> 48 (4):370.</p> <p>Sutton, John, Constantinos Verginis og Lars Eltvik. 2003. Empowerment and Customer Satisfaction Strategies in Multi-Cultural Hotel Restaurant Environments: The Dubai Case. <i>Journal of Foodservice Business Research</i> 6 (3):77.</p> <p>Testa, Mark R. og Lori J. Sipe. 2006. A Systems Approach to Service Quality. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 47 (1):36.</p> <p>Wong, Amy. 2004. The role of emotional satisfaction in service encounters. <i>Managing Service Quality</i> 14 (5):365.</p> <p>Yao-Yi, Fu og Daniel Mount. 2007. Hotel Guests' Cumulative Satisfaction Updating Process in the Context of Service Failure and Service Recovery. <i>International Journal of Hospitality & Tourism Administration</i> 8 (1):77.</p> <p>Yuksel, Atila. 2001. Measurement and Management Issues in Customer Satisfaction Research: Review, Critique and Research Agenda: Part One. <i>Journal of Travel & Tourism Marketing</i> 10 (4):47.</p> <p>———. 2001. Measurement and Management Issues in Customer Satisfaction Research: Review, Critique and Research Agenda: Part Two. <i>Journal of Travel & Tourism Marketing</i> 10 (4):81.</p> |
| 12. Recommended reading | <p>Andreassen, Tor Wallin. 2006. <i>Serviceledelse: planlegging og styring av sannhetens øyeblikk</i>. 5. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-35286-5</p> |