

## COURSE DESCRIPTION

### TOS1100 Tourism and Service

1. Degree	Bachelor of Tourism and Relationship Management
2. Year/semester	1 <sup>st</sup> year – 2 <sup>nd</sup> 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 Tourism.</p>
8. Course contents	<p>Classroom teaching will especially enhance the understanding of service as an integrated concept and process. The focus will be on the possibilities and challenges given by the personal contact.</p> <p>This is seen in relation to the role of the Internet and the physical service space in creating a strong and differentiating service experience. The students will acquire an understanding of distinctive aspects of service as a product and its consequences for customers, the importance of customer and customer orientation and the need for specific tools for the development of a strong service culture. Further on the students will work with the possibilities of segmentation and differentiating the service design. In addition they will learn about the implications for and the importance of complaint handling in relation to the role of marketing in creating a promise of service. We will focus on the implications for cooperation between customer and employee</p>

	roles and the specific challenges connected with service development.
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. 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.
10. Assessment	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.
11. Course syllabus	<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>Mossberg, Lena. 2007. <i>Å skape opplevelser: fra ok til wow!</i> Bergen: Fagbokforlaget. 978-82-450-0526-4. (207 s) Pris: 309,-</p> <p>Verde, Patrick, red. 2008. <i>Kompendium: turisme og service</i>. Oslo: Markedshøgskolen Campus Kristiania. (ca 150 s) Pris: ca 150,-</p> <p><b>Compendium : Tourism and Service contains:</b></p> <p>Arnould, Eric J. og Linda L. Price. 1993. River Magic: Extraordinary Experience and the Extended Service Encounter. <i>Journal of Consumer Research</i> 20 (1):24.</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></p>

31 (3):272.

- Banker, Rajiv D., Gordon Potter og Dhinu Srinivasan. 2005. Association of Nonfinancial Performance Measures with the Financial Performance of a Lodging Chain. *Cornell Hotel & Restaurant Administration Quarterly* 46 (4):394.
- Beatson, Amanda, Nick Lee og Leonard V. Coote. 2007. Self-Service Technology and the Service Encounter. *Service Industries Journal* 27 (1):75.
- 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.
- 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.
- Holloway, Betsy Bugg og Sharon E. Beatty. 2008. Satisfiers and Dissatisfiers in the Online Environment: A Critical Incident Assessment. *Journal of Service Research* 10 (4):347.
- 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.
- Kwortnik, Robert J. 2007. Driving Demand for the Quarterdeck: A Case Study. *Cornell Hospitality Quarterly* 48 (3):323.
- Magnini, Vincent P. og Earl D. Honeycutt Jr. 2005. Face

	<p>Recognition and Name Recall: Training Implications for the Hospitality Industry. <i>Cornell Hotel &amp; Restaurant Administration Quarterly</i> 46 (1):69.</p> <p>Mattila, Anna S. 2006. The power of explanations in mitigating the ill-effects of service failures. <i>Journal of Services Marketing</i> 20 (6/7):422.</p> <p>McGuire, Kelly A. og Sheryl E. Kimes. 2006. The Perceived Fairness of Waitlist-management Techniques for Restaurants. <i>Cornell Hotel &amp; 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 &amp; Leisure Marketing</i> 15 (1):101.</p> <p>Testa, Mark R. og Lori J. Sipe. 2006. A Systems Approach to Service Quality. <i>Cornell Hotel &amp; Restaurant Administration Quarterly</i> 47 (1):36.</p> <p>Yuksel, Atila. 2001. Measurement and Management Issues in Customer Satisfaction Research: Review, Critique and Research Agenda: Part One. <i>Journal of Travel &amp; 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 &amp; Tourism Marketing</i> 10 (4):81.</p>
12. Recommended reading	Andreassen, Tor Wallin. 2006. <i>Serviceledelse: planlegging og styring av sannhetens øyeblikk</i> . 5. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-35286-5