



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marina Laškarin Ažić, Ph.D., Assistant Professor	
Name of the course	Guest satisfaction management	
Study programme	Hospitality Management	
Status of the course	Compulsory	
Year of study	1 st year	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	6 ECTS
	Number of hours (L+E+S)	60 (30+0+30)
1. Course objectives		
To identify the elements of serving; to identify the attributes of modern guests (tourists); to define the desired category of service provider – friendliness and courtesy; to explore the possibility of monitoring service TQM in tourism and the hotel industry; to use practical examples and cases to underline the importance of communicating with guests; to prove that it is possible to manage guest (dis)satisfaction.		
2. Course enrolment requirements		
No special requirements.		
3. Expected learning outcomes		
After passing the exams – preliminary and final, students should be able to: correctly explain and interpret the specific traits and characteristics of the hospitality and tourism industry; explain and interpret the types of guests, and their attributes; make and analyse various examples of guest's dissatisfaction and the methodology for resolving complaints; design and carry out practical examples of graphic dynamic communication as a precondition to ensure the satisfaction of guests during their stay in a hospitality facility or a destination; explain the various types of organisational culture within the context of guest's satisfaction.		
4. Course content		
The characteristics of the hospitality-tourism trade and the hotel industry. Types of guests and their attributes. The staff as a component of the guest-satisfaction management. The methodology of resolving guest's dissatisfaction. The friendliness and courtesy of the staff in hospitality and tourism. The communication skills of the staff, and managing guest's satisfaction. Total quality service management Information technology and managing guest's satisfaction. Organizational culture and managing guest's satisfaction.		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
6. Comments		
7. Student responsibilities		
Regular course attendance, research work and final written exam.		



8. Monitoring of student work ¹							
Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	0,8
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
Laškarić Ažić, M. (2018.), Upravljanje odnosima s gostima u turizmu i ugostiteljstvu, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<p>1. Kandampully, J. (2002), Services Management – The New Paradigm in Hospitality, Hospitality Press, French Forest NSW, Australia.</p> <p>2. Eiglier, P., Langeard, E. (1999), Marketing usluga, strategija i menadžment, prijevod, Vitagraf, Rijeka.</p>							
12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Galičić, V., Ivanović, S. (2007.), Menadžment zadovoljstva gosta, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment u Opatiji, Opatija.						20	50
13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.