Sveučilište u Rijeci • University of Rijeka

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Table 2

Course description

COURSE DESCRIPTION	
Course instructor	SUZANA MARKOVIĆ, PhD, Full Professor
Name of the course	SERVICE QUALITY MEASUREMENT
Study programme	**Hospitality Management**
Status of the course	compulsory
Year of study	1st year,

ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30 + 0 + 30)

1. Course objectives

The objectives set of the course should achieve the following: to enable the students to understand a service dimension and apply marketing concepts in tourism and hotel industry; to gain the knowledge about the concepts of service and service quality, as well as to introduce students with the techniques, models and methods for conducting measurement and research of the mentioned concepts.

Students will be able to: (1) understand the concepts of service, service quality, expected value and perceived value, (2) apply the basic techniques, methods and models for service quality measurement and research (3) critically evaluate phases of service quality assessment and measurement, (4) analyze and interpret the service quality data in tourism and hospitality industry as well as in other service industries.

2. Course enrolment requirements

Passed exams in Marketing and Statistics

3. Expected learning outcomes

General competences: (1) acquiring theoretical knowledge about main concepts of interest, (2) gaining skills for individual and team research work, (3) expending and applying acquired skills and concepts of service quality research and measurement in tourism and hospitality industry, as well as in other service industries, (4) developing skills for application and analysis of measurement instruments, skills for choosing appropriate statistical methods and skills needed for the interpretation of statistical analysis findings.

Specific competences: (1) ability for conducting empirical research, (2) improving team work skills and communication skills by performing team and individual projects, (3) analyzing collected data and interpreting calculated statistical indicators.

4. Course content

Concept of services: Definition of services. Types of services. Specific characteristics of services. Service dimensions. Services in the trading industry. Relationship between service organization and service customer. Servuction system. Blueprinting concept. Subjective value of services.

Service quality concept: Service quality definition. Service quality dimensions. Expected and perceived value. Conceptual model of the service quality. Gaps model. Service quality management.

Service quality measurement and research: Defining the terms of measurement and research. Measurement types. Measurement instruments. Measurement scales. Questionnaire design. Measurement techniques. SERVQUAL – conceptual model for service quality measurement. Other models for service quality measurement – LODGQUAL (1994), LODGSERV (1991), DINESERV (1995), BSQ (2000), DIVEPERF (2000), HISTOQUAL (2000), ECOSERV (2003), SITEQUAL (2001), WebQual (2002), LibQUAL (2009), TANGSERV (2010) and others. Application of statistical analysis methods in measuring service quality in variety of service industries.
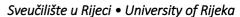
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Application: Service quality measurement in tourism and hospitality industry, as well as in other service industries, using specific techniques, methods, models and scales. Measurement levels: industry level (tourism, hospitality, other «non-tourism» industries) and selective types of tourism (wellness and health tourism, rural tourism, nautical tourism, conference tourism, cultural tourism), destination level, organizational level (hotels, travel agencies, restaurants, camping sites, private accommodation, hostels, café bars, festivals, transportation – bus, plane, ship).

5. Manner of instruction	X☐ lectures X☐ seminars and workshops ☐ exercises ☐ distance learning ☐ fieldwork	X☐ individual assignments ☐ multimedia and network ☐ laboratories ☐ mentorship ☐ other

6. Comments	

7. Student responsibilities

Classes will be organized as lectures and seminars. Seminar classes will include workshops during which students will solve problems working on individual and team projects, as well as present results of their empirical research.

8. Monitoring of student work[1]

Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project	0,8	Continuous assessment	1,7	Report		Practical work	
Portfolio							

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

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.
For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

10. Mandatory literature (at the time of submission of study programme proposal)

1. Ozretić-Došen, Đ., *Osnove marketinga usluga*, Mikrorad, Zagreb, 2002.
2. Eiglier, P., Langeard, E., *Marketing usluga,* Vitagraf, Rijeka, 1999.
3. Kotler, P., Wong, V., Sounders, G., *Osnove marketinga*, MATE, Zagreb, 2006.

11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Grigoroudis, E., Siskos, Y., *Customer Satisfaction Evalution: Methods for Measuring and Implementing Service Quality,* Springer, 2010.
2. Johnston, R., Clark, G., *Services Operations Management: Improving Service Delivery,* 3th edition, Prentice Hall, 2008.
3. Lovelock, C., Wirtz, J., *Services Marketing: People, Technology, Strategy,* 6th edition, Prentice Hall, 2007.
4. Vavra, T. G., *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing and Reporting Customer SAtisfaction Measurement Programs,* ASQ Quality Press, Milkwaukee, Wisconsin, 1997.
5. Berry, L. L., Parasuraman, A., *Marketing Services: Competing through Quality,* The Free Press, New York,

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[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.

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1991.
6. Rust, R. T., Oliver, R. L., *Service quality: New Directions in Theory and Practice, SAGE, London, 1994.*
7. Bruhn, M., Strauss, B., *Dienstleistungsqualität: Konzepte – Methoden – Erfahrungen,* Gabler, Wiesbaden, 1995.

12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences
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.

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