

Course Title	Service Encounters & Quality				
Course Code	HTM210				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	2 <sup>nd</sup> Year/2 <sup>nd</sup> Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	The course aims to discuss the central role of service encounters in the tourist experience and to provide students with an in-depth understanding of the processes of providing service excellence in the tourism industry.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the role and importance of service encounters in the tourist experience.</li> <li>• Explain the central role of service encounters and service excellence in gaining a sustainable competitive advantage.</li> <li>• Explain the role of expectations in service quality perceptions.</li> <li>• Identify and explain the service quality dimensions in different tourism forms.</li> <li>• Discuss the key elements and processes in delivering service excellence.</li> <li>• Develop a reliable service quality measurement tool.</li> </ul>				
Prerequisites	HTM100, HTM110	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> <li>• The intangibility, inseparability and variability of the tourist offering</li> <li>• Typologies of tourists and the tourist experience</li> <li>• Definition of service encounters</li> <li>• Service encounters and the tourist experience</li> <li>• Service encounters: forms and importance</li> <li>• Service encounters and service excellence</li> <li>• The role of tourist expectations</li> <li>• Definition and models of service quality</li> <li>• Dimensions of service quality in tourism</li> <li>• Service quality as a source of sustainable competitive advantage</li> <li>• The critical role of people, process and physical evidence in service excellence in tourism</li> </ul>				

	<ul style="list-style-type: none"> <li>Measuring service quality: instrument development and measurement of performance</li> </ul>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Kadampully, J., Mok, K., and Sparks, B.: Service Quality Management in Hospitality, Tourism, and Leisure, Latest Kindle Edition.</p> <p>Bolton, R.: Service Excellence: Creating Customer Experiences that Build Relationships, Latest Kindle Edition.</p> <p>Goodman, J.: Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service, Latest Edition, Kindle Edition.</p> <p>Webb, N.J.: What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint, Latest Edition, Kindle Edition</p>		
Assessment	Examinations	70%	
	Assignments	20%	
	Class Participation/ Attendance	10%	
	Total	100%	
Language	English		