

Liverpool John Moores University

Title: CUSTOMER SERVICE MANAGEMENT FOR TOURISM & LEISURE
Status: Definitive
Code: **7510TEF** (103429)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: City College University

Team	Leader
Martin Selby	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 22

Total Learning Hours: 200 **Private Study:** 178

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	21
Tutorial	1

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	4000 word assignment	100	

Aims

To develop an understanding of service quality and its central role in tourism and leisure management.

To critically evaluate the concept and practice of service quality and customer care strategies in tourism and leisure companies.

To provide an in-depth examination of quality management systems relating these to strategies to achieve continuous customer care.

Learning Outcomes

After completing the module the student should be able to:

- 1 locate service quality within a range of critical frameworks
- 2 critically evaluate service quality systems within different operations environments
- 3 analyse the management implications of applying service quality systems within the leisure and tourism sector

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

4000 Word Assignment	1	2	3
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Outline Syllabus

This module will address the issues associated with customer service and quality management through a critical engagement with the theory of customer service quality. The module will address the measurement of service quality, particularly SERVQUAL; the components of service quality; specific quality systems such as ISO9000 and Investors in People; training and development, and creating a quality culture.

Learning Activities

The module uses a combination of lectures and seminars. Key material is presented through lectures. However, much of the learning experience is participatory, with small group discussions, exercises and case studies. Learning is also student-centred, facilitating a critical engagement with prescribed reading.

Notes

Throughout the study of this module students will be able to identify the contribution of quality standards and customer care policies to the service sector, and of those organisations which operate in this area.