HTM 150 – Quality Service Assurance

Course Description

This course focuses on the management of service quality and improvement within all operational segments of the hospitality and tourism industry. Topics contained in the course include introduction to quality management systems, managing teams, assessing an organization’s service strengths and weaknesses, servicing the customer, developing and implementing quality service, and management leadership. The course will prepare students to understand the importance of service quality and how to implement service quality plans within an organization.

Instructional Materials


Course Learning Outcomes

1. Develop a plan for managing and improving quality in a hospitality operation.
2. Describe the management attributes contributing to providing service quality.
3. List and describe basic service paradigms.
5. Develop team service performance models.
6. Explain the typical service expectations of customers and the behaviors associated with providing these services.
7. Define and apply the process of Total Quality Management to hospitality operations.
8. Apply service quality standards used in other industries to the hospitality industry.
10. Describe the leadership practices that can enhance employee service performance.
11. Assess and implement quality standards as a “turnaround strategy.”
12. Use technology and information resources to research issues in quality service assurance.
13. Write clearly and concisely about quality service assurance using proper writing mechanics.