

Study Programme: PhD in Geosciences (Tourism)			
Level: PhD			
Course title: Service orientation of employees in tourism and hotel management			
Lecturer(s): dr Milena Nedeljković, dr Ivana Blešić, dr Tamara Jovanović			
Status: obligatory			
ECTS: 11			
Requirements: None			
Learning objectives			
To acquire the newest knowledge in the field of quality management in tourism and hotel management-service orientations of employees in tourism and hotel management. Since the modern approach to quality management in tourism and hotel management increasingly appoints to the importance of relation between employees and customers regarding the quality of service, the aim of the subject is to introduce students to the individual and organized correlations of service orientation of employees in tourism and hotel management.			
Learning outcomes			
The acquired knowledge should enable PhD students to gain an advanced insight into the process of delivering a high quality service in tourism and hotel management, which depends on the personality of an employee, especially the one who is in direct contact with a customer, as well as on many other factors like the service orientation of an organization. In a service sector, where human factor is a dominant resource, characterized by the strong presence of emotional involvement, the relation employee-customer has a particularly important role in gaining a high quality of service. The course should enable students to conduct research in the field of service quality in the service sector in general, and provide them with an insight into specific aspects of the theory of service quality in tourism and hotel management.			
Syllabus			
<i>Theoretical part</i>			
<ul style="list-style-type: none"> - Emotional involvement in tourism and hotel management; - Model SERVQUAL and its modifications in tourism and hotel management; - Internal marketing as a factor of service orientation of employees; - Relations with customers within the concept of total relationship marketing in tourism; - Disposition factors of service orientation of employees; - Service orientation of an organization as a factor of service orientation of employees. 			
<i>Practical part</i>			
Writing seminar papers in the field of service orientation of the employees.			
Recommended literature			
1. J. Kundampully, Services management-The New Paradigma in Hospitality, Hospitality Press, Queensland, 2002.			
2. B. T. Canziani, Customer service training based on quality management techniques, HCIMA-Cassell, London, 1996.			
3. R. F. Brooks, I. N. Lings, M. A. Botschen, Internal marketing and customer driven wavefronts, Service Industries Journal, Vol.19, No.4(1999), 49-67.			
4. R. Leidner, Emotional Labor in Service Work, Ann. Amer. Acad. Pol. Soc. Science (1999), 81-95.			
Weekly teaching load	Lectures: 4(60)		Student research:
Teaching methodology			
Oral presentation, illustrative-demonstrative method			
Grading method (maximal number of points 100)			
Pre-exam obligations	points	Final exam	points
Seminar paper	50	Oral exam	50