



# Business Administration

Course Number: **TOUR 240**

Course Title: **SERVICE DESIGN FOR TOURISM**

Credits: 3

Calendar Description: Students learn strategies of marketing intangible service offerings in the tourism and hospitality sectors. Emphasis will be placed on designing and delivering services that manage the gap between tourist expectations and perceived service quality. Students will engage in understanding tourist expectations, designing services, training, delivering, and communicating appropriate expectations.

Semester and Year: **FALL 2023**

Prerequisite(s): TOUR 130 – Tourism Marketing or BUAD 116

Corequisite(s): None

Prerequisite to: n/a

Final Exam: Yes

Hours per week: 3

Graduation Requirement: Tourism Management Diploma - Required

Substitutable Courses: No

Transfer Credit: PMAC

Special Notes:

Originally Developed: 2018

EDCO Approval:

Chair's Approval:

A handwritten signature in blue ink that reads "Devi Rubadeau".

**Professors**

Name	Phone number	Office	Email
<b>Carolyn Gibson</b> <i>Course Captain</i>	250-814-3952		<b>cgibson@okanagan.bc.ca</b>

**Learning Outcomes**

Upon completion of this course students will be able to

- explain the importance of services marketing in the tourism and hospitality context
- describe the elements of service quality
- explain the elements of the Gaps model of service delivery
- explain the roles of tourism and hospitality managers in the service process
- describe pricing strategies used in setting effective service pricing in the sector
- assess a tourism business's services delivery using the Gaps model of services marketing.

**Course Objectives**

This course will cover the following content:

See Course Schedule

**Evaluation Procedure**

Term Work	20%
Mid-term Exam	25%
Term Project	30%
Final Exam	25%
Total	100%

**Notes****Class Attendance and Participation**

There is a direct correlation between attendance in class, participation in on-line activities, and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class or complete online assignments is the responsibility of the student.

**Term Work**

The term work grade will be based the individual professor's decisions. It may include (but not limited to) quizzes, in-class work, online and homework assignments.

**Term Project**

The project requires students to analyse a tourism organization's strategies and activities using secondary research. Students will critically assess the service offering using the GAPS model of service design. You will be required to submit an electronic copy of your term project papers to facilitate screening for plagiarism.

**Midterm and Final Exams**

The midterm and final exams are work 25% each. The final exam is cumulative, with an emphasis on chapters since the mid-term exams. Students must earn at least half of the total exam marks to pass the course.

**Late Submissions**

Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

**Required Texts/Resources**

Services Marketing: Integrating Customer Focus Across the Firm, 8th Edition, Zeithaml, V.A., Bitner, M. & Gremler, D.D., Mende M. McGraw-Hill ISBN 978-0-07-811205-8

## Course Schedule

Date		Topic	Textbook
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	<b>Chapter(s):</b>
1	Sept. 4	Course Overview & Introduction to Services	Ch 01
2	Sept. 11	Gaps Model of Service Quality	Ch 02
3	Sept. 18	Customer Expectations of Service Customer Perceptions of Service	Ch 03 Ch 04
4	Sept. 25	Listening to Customers Through Research	Ch 05
5	Oct. 2	Managing Customer Relationships Service Recovery	Ch 06 Ch 07
6	Oct. 9	Service Innovation & Design <b>Midterm Exam Thursday Oct. 12<sup>th</sup></b>	Ch 08
7	Oct. 16	Customer Defined Service Standards	Ch 09
8	Oct. 23	Physical Evidence & the Servicescape	Ch 10
9	Oct. 30	Employees' Roles in Service Delivery	Ch 11
10	Nov. 6	Customers' Roles in Service Delivery	Ch 12
11	Nov. 13	Managing Demand & Capacity	Ch 13
12	Nov. 20	Integrated Services Marketing Communications AI & Robotics in Service	Ch 14 Ch 16
13	Nov. 27	Pricing of Services & The Bottom Line	Ch 15 Ch 17
14	Dec. 4	Presentations Tuesday Dec. 5 <sup>th</sup> <b>Final Exam Thursday Dec. 7<sup>th</sup></b>	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.