



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 服務管理 Service Management

Credit : 3

Course Hours : 3

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| Teaching Purpose | The course discusses essential concepts of the service industry development trends, service quality, loyalty, first impression, and the service delivery system. It provides students the opportunity to develop and practice service delivery necessary for their future careers. Case studies in hotels are also adopted for demonstration. |
| Course Content | <ol style="list-style-type: none">1. Service-related concepts: service characteristics, service packages, flower of service, service quality2. Customer-related concepts: Customer experience, customer behaviors, customer loyalty3. Customer service effective communication4. Cultural awareness and understandings5. Service and Innovation |
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