

Consumer Behaviour & Service Quality



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

3rd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

- > **Degree course:** Tourism
- > **Teaching unit:** UE2 Management
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 9
- > **Teacher(s):** Guest Lecturer, Visiting Professor, Frédéric Dimanche, Ph.D

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

In hospitality and tourism marketing, a key task is to understand target market needs and expectations. More specifically, it is important to understand visitor expectations of service quality. Ultimately, consumers judge an experience by the value they receive, balancing costs and benefits.

The purpose of the course is threefold: (1) to examine how consumers perceive service quality; (2) to determine the dimensions of service quality; and (3) to learn how to design quality service experiences for consumers.

Course outline :

- (1) Revisit some marketing basics, especially as they relate to customer needs, customer satisfaction, and value generation
- (2) Explore the dimensions of service quality, as perceived by visitors
- (3) understand service quality gaps, their causes, and how they can be mitigated
- (4) Address the tourist experience in its entirety (pre-, during, and post-experience)
- (5) Customer satisfaction and loyalty
- (6) Service design
- (7) Personas and customer journey maps
- (8) Service blueprints

OBJECTIVES

By the end of this course, students will:

- Understand concepts and principles related to consumers' perceptions of service quality in hospitality and tourism
- Identify some key service quality performance indicators
- Learn and practice tools such as journey mapping and service blueprint
- Understand the importance of service quality management in employee and customer retention.

PREREQUISITES

none

OTHER INFORMATION

This course is included in the teaching unit UE2 Management.
Students must attend all courses of the unit.
9 ECTS are delivered once the unit is validated.

SELECTIVE BIBLIOGRAPHY

- Andrades, L., & Dimanche, F. (2018). Co-creation of experience value: A tourist behavior approach. In N. Prebensen, J. Chen, & M. Uysal (Eds.), *Creating experience value in tourism* (2nd ed., pp. 83-97). CABI.
https://www.researchgate.net/publication/264042921_Co-creation_of_experience_value_a_tourist_behaviour_approach
- Dimanche, F. (2022). Service design for visitor economy engagement. In W. Jamieson and T. Griffin (Eds), *Main street reimagined through a visitor economy lens: A planning, design, economic and regeneration handbook* (pp. 72-78). <https://www.torontomu.ca/content/dam/htmresearch/main-street-reimagined/handbook/Main-Street-Reimagined-Feb-2023.pdf?>
- Arlen, C. (n.d.) The 5 Service Dimensions All Customers Care About.
<https://www.serviceperformance.com/the-5-service-dimensions-all-customers-care-about/>
- Robledo, M. A. (2001). Measuring and managing service quality: integrating customer expectations. *Managing Service Quality: An International Journal*, 11(1), 22-31. DOI: 10.1108/09604520110379472
- Stickdorn et al. (Eds.) *This is service design doing*. <https://www.thisisservicedesigndoing.com/>
- About the loyalty gap:
<https://hyken.com/customer-service-strategies/the-loyalty-gap//>
- About the great realignment (Labour crisis):
<https://www.goodtourismblog.com/2023/02/tourism-labour-crisis-how-to-fix/>
- About service design and design thinking:
<https://www.spotless.co.uk/blog/what-is-design-thinking-and-how-is-it-different-from-service-design/>