

Name : Complaint Management and Service Quality					
module/course code :	Student workloads:	Credits (ECTS):	Semester :	Frequency :	Duration :
PAR61008	510 minutes/week	4.53 ECTS	3	Odd	1 x per semester
	Types of courses :	Contact hours :	Independent study :	Class size X students :	
	Tutorial/Lecture/Response	150 minutes/week	360 minutes/week	30 students	
1	Prerequisites for participation : no prerequisites				
2	Learning outcomes : <ol style="list-style-type: none"> 1. Understand the concepts, elements, principles, criteria, types, sources, and customer complaint behavior for complaint management in tourism and hospitality businesses. 2. Understand and analyze the risks and benefits of complaint management and service quality on consumer satisfaction and customer loyalty in tourism and hospitality businesses. 3. Design and implement skills in complaint management, complaint channels, complaint procedures, service meetings, and effective and efficient excellent service in tourism and hospitality businesses. 4. Understand and evaluate service quality in various tourism, hospitality, and tourism technology businesses. 5. Understand and evaluate service failures, service recovery, and service guarantees in tourism and hospitality businesses 				
3	Description : This course discuss the understanding the nature of complaints and how to face, record and find permanent solutions to these complaints. Complaint Management and Service Quality course also provides the understanding to find the appropriate tools to measure these behaviors, and then deal with them professionally.				
4	Teaching methods: <ol style="list-style-type: none"> 1. project work 2. case studies 3. group work 4. lectures 5. discussions 6. seminars 				
5	Assessment methods: Presentation 10% Discussion 10% 3 Tasks 20% Quiz 10% MIDDLE SEMESTER EXAM 25% FINAL SEMESTER EXAM 25%				
6	Other information e.g. bibliographical references:				

	<ol style="list-style-type: none">1. Atep Adya Barata. 2003. Dasar-dasar pelayanan prima. PT. Elex Media Komputindo, Jakarta2. Ivonne Wood, 2009, Layanan Pelanggan, Graha Ilmu, Yogyakarta3. Timothy R.V. Foster, 1999, Customer Care, Elex Media Komputindo, Jakarta4. William B. Marthin, Ph.D., 2004, Quality Customer Service, PPM, Jakarta
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