	MAHATMA GANDHI UNIVERSITY
	Open Course - Tourism Service Operations Management

OPEN COURSE SUMMARY

SchoolName	**School of Tourism Studies**					
Programme	**MTTM**					
Course Name	**Tourism Service Operations Management**					
Type of Course	Open Course					
Course Code	**TSM21O01**					
Course Summary & Justification	This course provides an in-depth understanding of service operations management in the tourism industry, covering travel companies, accommodations, transportation, and other tourism business areas. Students will learn the principles and practices of managing service operations, applying them to various sectors of the tourism industry.					
Semester	3		Credit		4	
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Explain service delivery in the tourism, aviation, and hospitality industries	U	1
2	Classify the factors that influence guest satisfaction in hotels, flights, and attractions.	A	2,7
3	Evaluate the process of companies' design and improve service experiences.	E	2,7
4	Develop simple service plans for fictional or real tourism settings (like a homestay, café, or travel app).	C	1,3

5	Explain how service operations impact customer satisfaction.	E	7
6	Apply tools like service blueprints and feedback analysis to real or virtual tourism environments.	A	5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-INTRODUCTION TO SERVICES IN THE REAL WORLD   (8Hrs)

1.1 What are services? How are they different from products?
1.2 Types of services in our daily lives
1.3 Understanding tourism, hospitality, and aviation services
1.4 Examples: Ordering food online, visiting a resort, flying to a new city
1.5 Activity: Interview 2 people about their best/worst travel experience
1.6 Micro-Project: Create a "Service Storyboard" of your own travel memory

Unit 2 – CREATING A GREAT SERVICE EXPERIENCE   (8Hrs)

2.1 What makes you say "Wow!" at a hotel or café?
2.2 Customer expectations and service design
2.3 Front-stage and back-stage operations
2.4 Designing physical and emotional elements of service
2.5 Activity: Create a service map of your favourite café or airline
2.6 Case Study: Taj Hotels, Café Coffee Day, Indigo Airlines

Unit 3 – PLANNING AND POSITIONING IN SERVICES   (10Hrs)

3.1. How companies choose who they serve
3.2 Positioning a hotel/airline in the market
3.3. Capacity, location, and timing decisions
3.4. How services like Zoom, Airbnb, or Ola reached us
3.5 Group Task: Position a fictional eco-resort to international tourists
3.6 Case Study: OYO Rooms & Zostel – Young India's travel brands

UNIT 4 – THE SERVICE ENCOUNTER – WHERE MAGIC HAPPENS   (10Hrs)

4.1 What happens when you check in at a hotel or airport
4.2 Role of people, technology, and emotions in service
4.3 Dealing with complaints and service recovery
4.4 Automation and AI in service (like kiosks and bots)
4.5 Activity: Roleplay a hotel reception or airport help desk
4.6 Case Study: Kerala Tourism's Responsible Tourism model

UNIT 5 – DELIVERING QUALITY AND LOYALTY   (10Hrs)

5.1 What makes you go back to a service again?

5.2 Quality checks in services (like food safety, room cleanliness)

5.3 Loyalty cards, offers, and online reviews

5.4 Understanding service failures and how to bounce back

5.5 Task: Design a basic loyalty card or app for a homestay

5.6 Case Study: Amazon, MakeMyTrip, Singapore Airlines and consistent service excellence.

UNIT 6 - MEASURING SUCCESS IN SERVICES   (8Hrs)

6.1 How do managers know if guests are happy?

6.2 Tools like customer feedback, reviews, Key Performance Indicators

6.3 Managing crowd and demand: Booking systems, price change, Benchmarking and continuous improvement

6.4 Activity: Survey 5 people on why they love/hate airlines

6.5 Case Study: Google Reviews and Tourism Stars in Kerala, Demand forecasting for Kerala Tourism's houseboat sector.

Teaching andLearning Approach	**Classroom Procedure (Mode of transaction)**
	Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Activity/ Task 3. Assignments A. Semester End examination

REFERENCES

SUGGESTED READINGS

1. Lovelock, C., & Wirtz, J. (2016). *Services Marketing: People, Technology, Strategy* (8th ed.). Pearson.

2. Fitzsimmons, J. A., & Fitzsimmons, M. J. (2013). *Service Management* (8th ed.). McGraw-Hill.

3. Kandampully, J. (2007). *Services Management: The New Paradigm in Hospitality.* Pearson.

4. Hayes, D., & Ninemeier, J. (2011). *Foundations of Lodging Management.* Pearson.

5. Additional Material: Curated YouTube videos, Podcasts, Blog

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