

<b>Name of the subject:</b> Service orientation of employees in tourism and hotel management		
<b>Teacher(s):</b> Milena Nedeljković Knežević, Ivana Blešić, Lukrecija Đeri		
<b>Status of the subject:</b> Elective		
<b>Number of ECTS points:</b> 15		
<b>Condition:</b> -		
<b>Goal of the subject</b> To acquire the newest knowledge in the field of quality management in tourism and hotel management-service orientations of employees in tourism and hotel management. Since the modern approach to quality management in tourism and hotel management increasingly appoints to the importance of relation between employees and customers regarding the quality of service, the aim of the subject is to introduce students to the individual and organized correlations of service orientation of employees in tourism and hotel management.		
<b>Outcome of the subject</b> The acquired knowledge should enable PhD students to gain an advanced insight into the process of delivering a high quality service in tourism and hotel management, which depends on the personality of an employee, especially the one who is in direct contact with a customer, as well as on many other factors like the service orientation of an organization. In a service sector, where human factor is a dominant resource, characterized by the strong presence of emotional involvement, the relation employee-customer has a particularly important role in gaining a high quality of service. The course should enable students to conduct research in the field of service quality in the service sector in general, and provide them with an insight into specific aspects of the theory of service quality in tourism and hotel management.		
<b>Content of the subject</b> <i>Theoretical lectures:</i> Emotional involvement in tourism and hotel management; Model SERVQUAL and its modifications in tourism and hotel management; Internal marketing as a factor of service orientation of employees; Relations with customers within the concept of total relationship marketing in tourism; Disposition factors of service orientation of employees; Service orientation of an organization as a factor of service orientation of employees. <i>Practical part:</i> Writing seminar papers in the field of service orientation of the employees - case study analysis.		
<b>Recommended literature</b> - Kandampully, J. (2007). Services management: The new paradigm in hospitality. Upper Saddle River, NJ: Pearson Prentice Hall. - Hadžić, O., Nedeljković, M. (2009). Motivacija za rad i zadovoljstvo poslom u organizaciji, Prirodno-matematički fakultet, Univerzitet u Novom Sadu. - Blešić, I. (2017). Menadžment kvaliteta u turizmu i hotelijerstvu, Prirodno-matematički fakultet, Univerzitet u Novom Sadu. ISBN 978-86-7031-446-7. - Li, Y., & Huang, S. S. (2017). Hospitality service climate, employee service orientation, career aspiration and performance: A moderated mediation model. <i>International Journal of Hospitality Management</i> , 67, 24-32. <a href="https://doi.org/10.1016/j.ijhm.2017.07.012">https://doi.org/10.1016/j.ijhm.2017.07.012</a> - Arasli, H., Bahman Teimouri, R., Kiliç, H., & Aghaei, I. (2017). Effects of service orientation on job embeddedness in hotel industry. <i>The Service Industries Journal</i> , 37(9-10), 607-627. <a href="https://doi.org/10.1080/02642069.2017.1349756">https://doi.org/10.1080/02642069.2017.1349756</a> - Mijatov, M., Blešić, I., & Dragin, A. (2018). Corporate Social Responsibility and Service Orientation of Hotel Employees. <i>TEME</i> , 441-458. DOI: 10.22190/TEME1802441M - Blešić, I., Popov-Raljić, J., Uravić, L., Stankov, U., Đeri, L., Pantelić, M., & Armenski, T. (2014). An importance-performance analysis of service quality in spa hotels. <i>Economic research-Ekonomska istraživanja</i> , 27(1), 483-495. <a href="https://doi.org/10.1080/1331677X.2014.967537">https://doi.org/10.1080/1331677X.2014.967537</a>		
Number of active classes	Theory: 4(60)	Practice:
<b>Methods of delivering lectures</b> Oral presentation, illustrative-demonstrative method.		
<b>Evaluation of knowledge (maximum number of points 100)</b> Project work 50 points; Oral exam 50 points		
Ways of testing the knowledge may vary: (written tests, oral exam, project presentation, seminars ets.....		
*maximum length 1 A4 page		