

COURSE CODE: TOUR 240

COURSE TITLE: Service Design for Tourism

Calendar Description

Students learn strategies of marketing intangible service offerings in the tourism and hospitality sectors. Emphasis will be placed on designing and delivering services that manage the gap between tourist expectations and perceived service quality. Students will engage in understanding tourist expectations, designing services, training, delivering, and communicating appropriate expectations.

Prerequisite(s): TOUR 130 - Tourism Marketing or BUAD 116.

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None.

Graduation Requirement: Tourism Management Diploma - Required.

Transfer Credit: PMAC

Special Notes: None

Credits: 3

Hours per Week: 3

Originally Developed: September 2018

EDCO Approval: November 2018

CHAIR'S APPROVAL: 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 Explain the importance of services marketing in the tourism and hospitality context.
 - 2 Describe the elements of service quality.
 - 3 Explain the elements of the Gaps model of service delivery.
 - 4 Explain the roles of tourism and hospitality managers in the service process.
 - 5 Describe pricing strategies used in setting effective service pricing in the sector.
 - 6 Assess a tourism business's services delivery using the Gaps model of services marketing.

Course Objectives

Objectives This course will cover the following content:
See weekly course schedule below
Classes: Wednesday & Friday 11:00 am – 12:20 pm (Room HS-107)

Professors

Name	Phone Number	Office	Email
David Knapp	250-762-5445 ext 4117	C-138	dknapp@okanagan.bc.ca

Evaluation Procedure

Term Work	20 %
Term Project	30 %
Midterm Exam	25 %
Final Exam	25 %
Total	100 %

Course Policy on the use of Artificial Intelligence

Generative AI tools are not permitted in any case

The use of generative AI tools, including ChatGPT and other similar tools, to complete or support the completion of any form of assignment or assessment in this course is not allowed. Use of these tools is considered cheating through the use of unauthorized aids (see Academic Integrity Policy section 6.1) and would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

Required Materials

Services Marketing: Integrating Customer Focus Across the Firm, 8th Edition, Zeithaml, V.A., Bitner, M. & Gremler, D.D., Mende M. McGraw-Hill ISBN 978-0-07-811205-8

Notes

Class Attendance and Participation

There is a direct correlation between attendance in class, participation in on-line activities, and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class or complete online assignments is the responsibility of the student.

Term Work (20 %)

The term work grade will be based on the individual professor's decisions. It may include (but not limited to) quizzes, in-class work, online and homework assignments.

Term Project (30%) "*Service Excellence in Tourism & Hospitality: A Strategic Analysis*"

The project requires students to analyze a tourism organization's strategies and activities using secondary research. Students will critically assess the service offering using the GAPS model of service design. You will be required to submit an electronic copy of your term project papers to facilitate screening for plagiarism.

Midterm and Final Exams

The midterm and final exams are worth 25% each. The final exam is cumulative, with an emphasis on chapters from the mid-term exams. Students must earn at least half of the total exam marks to pass the course.

Late Submissions

Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025 Week of:		Wed, Sep 3 - Classes begin Fri, Sep 12 - Add/drop date - Last day to register for a course and last day to receive a refund for course drop Tue, Sep 30 - Statutory Holiday (no classes) Mon, Oct 13 - Statutory Holiday (no classes) Fri, Oct 24 - Last day to withdraw from a course without academic penalty Mon, Nov 10 - No classes Tue, Nov 11 - Statutory Holiday (no classes) Fri, Dec 5 - Last day of regularly scheduled classes Tue, Dec 9 - Thu, Dec 18 - Final exam period – see policy .	Chapter(s):
Sep 1	1	Course Overview & Introduction to Services	Chapter 1
Sep 8	2	Gaps Model of Service Quality	Chapter 2
Sep 15	3	Customer Expectations of Service Customer Perceptions of Service	Chapter 3 & 4
Sep 22	4	Listening to Customers Through Research	Chapter 5
Sep 29	5	No Classes Monday, September 30 Manage Customer Relationships Service Recovery	Chapter 6 & 7
Oct 6	6	Service Innovation & Design Mid-Term October 10th	Chapter 8
Oct 13	7	No Classes Monday, October 14 Customer Defined Service Standards	Chapter 9
Oct 20	8	Physical Evidence & the Servicescape	Chapter 10
Oct 27	9	Employees' Roles in Service Delivery Customers' Roles in Service Delivery	Chapter 11 & 12
Nov 3	10	Student-led Service Excellence Discussions Nov 19th & 21st	
Nov 10	11	Student-led Service Excellence Discussions Nov 26th & 28th	
Nov 17	12	Managing Demand and Capacity & AI & Robotics in Service	Chapter 13 & 16
Nov 24	13	Integrated Services Marketing Communications	Chapter 14
Dec 1	14	Pricing of Services & The Bottom Line	Chapter 15 & 17
Dec 9	15	Final Exam Period December 9th – 18th	

Skills Across the Business Curriculum

The School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.

Last Updated: July 21, 2025