

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM3228
Subject Title	Smart Service Design in Tourism and Hospitality
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	HTM2305 – Delivering Service Quality
Objectives	<p>This subject is designed to introduce students to the principles of experience design and service management, concepts of design thinking and design science, functionalities of service diagnosis tools and smart technologies, as well as other subject-related knowledge. Upon completion of this subject, students will be able to thoroughly assess and identify areas for further improvement in the existing tourism or/and hospitality businesses' service systems. Students will also be able to provide recommendations for optimizing the service design and service experience.</p>
Intended Learning Outcomes	<p>Upon completion of this subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Understand the principles of experience design and service management • Understand and apply concepts of design thinking and design science to develop new service ideas / optimize existing service provision • Understand the functionalities of service diagnosis tools and smart technologies, and apply those tools to analyze the collected data for optimizing service provision (AIDA Outcome 1) <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Critically evaluate the soundness of existing tourism or/and hospitality businesses' service systems • Identify and define problems in the existing businesses' service systems in general and specific service encounters in particular <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Identify solutions and implementation plans (based on the data analysis results) to resolve problems in the existing tourism or/and hospitality businesses' service systems (AIDA Outcome 5) • Identify and utilize adequate technologies that can facilitate systematic data analysis, advance the quality of service design and improve service experience offered to consumers (AIDA Outcome 4)

	<p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Effectively communicate the evaluation results and problems found in existing tourism or/and hospitality businesses' service systems • Effectively communicate the solutions to resolve existing problems and introduce adequate technologies to clients / interested parties <p>E. Lifelong learner (not applicable)</p> <p>F. Ethical Leader (not applicable)</p> <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> • Recognize the personal and corporate social responsibilities in designing and optimizing service systems for global citizens (AIDA Outcome 5)
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject include (but not limited to):</p> <ul style="list-style-type: none"> • Principles of experience design • Service management • Design thinking and design science • Smartness and smart technologies • Service diagnosis tools • Primary data collection and analysis methods • Secondary data collection and analysis methods