

QUALITY SERVICE MANAGEMENT IN TOURISM AND HOSPITALITY

Daryl Ace V. Cornell, Ph.D., CGSP • Ronald G. Manzano, DBA
Authors

Reil G. Cruz, Ph.D.
Coordinator



QUALITY SERVICE MANAGEMENT IN TOURISM AND HOSPITALITY

Daryl Ace V. Cornell, Ph.D., CGSP
Ronald G. Manzano, DBA
Authors

Riel G. Cruz, Ph.D.
Coordinator



Published & Distributed by

REX Book Store

856 Nicanor Reyes, Sr. St.
Tel. Nos. 736-05-67 • 735-13-64
1977 C.M. Recto Avenue
Tel. Nos. 735-55-27 • 735-55-34
Manila, Philippines
www.rexpublishing.com.ph



Philippine Copyright 2020
by Rex Book Store, Inc.

and
Daryl Ace V. Cornell, Ph.D., CGSP
Ronald G. Manzano, DBA

RBS Quality Service Management in Tourism and Hospitality

First Edition

ISBN 978-621-04-0379-4

Classification: Textbook (04-TB-00029-0)

Published, copyrighted 2020, and distributed by Rex Book Store, Inc. (RBSI) with main office at 856 Nicanor Reyes Sr. St., Sampaloc, Manila/Tel. Nos.: 735-1364, 736-0567

RBSI Branches:

LUZON

• **MORAYTA:** 856 N. Reyes Sr. St., Sampaloc, Manila / Tel. Nos.: 736-0169, 733-6746; Telefax: 736-4191 • **RECTO:** 2161-65 Freedom Building, C.M. Recto Avenue, Sampaloc, Manila / Tel. Nos.: 522-4521, 522-4305, 522-4107, 733-8637 • **RECTO (La Consolacion):** Mendiola, Manila • **MAKATI:** Unit UG-2, Star Centrum Bldg., Sen. Gil Puyat Ave., Makati City / Tel. No.: 818-5363; Telefax: 893-3744 • **ROCKWELL:** 1st Floor, Ateneo Professional School, Rockwell Center, Bel-Air, Makati City / Tel. No.: 729-2015 • **CUBAO:** Unit 10 UGF, Doña Consolacion Bldg., Gen. Santos Ave., Araneta Center, Cubao, Quezon City / Telefax: 911-1070 • **ORTIGAS:** G/F Tektite East Tower, Exchange Road, Philippine Stock Exchange Centre, Ortigas Center, Pasig City / Tel. No.: (02) 650-4347 • **CAVITE (Dasmariñas):** Block 4, Lot 20 Don Gregorio Heights 2, Zone 1-A Aguinaldo Highway, Dasmariñas, Cavite / Telefax: (046) 416-1824 • **CAVITE (Tanza):** (Display Area) Block 5, Lot 6, City View 4 and 5, Brgy. Tanauan, Tanza, Cavite • **NAGA:** 1-1A Geronimo Bldg., Barlin St., Sta. Cruz, Naga City, Camarines Sur / Telefax: (054) 811-6878 • **LEGAZPI:** Unit 6, 3rd Floor, A. Bichara Silverscreen, Legazpi City, Albay / Telefax: (052) 480-2244 • **CALAPAN:** Brgy. Salong, National Highway, Calapan City, Oriental Mindoro / Telefax: (043) 288-1650 • **BATANES:** L. Lopez St., Kayvaluganan, Basco, Batanes / Tel. Nos.: (02) 681-9085, 330-4937 • **TUGUEGARAO:** 10 Arellano Ext. St., Brgy. Ugac Sur, Tuguegarao, Cagayan / Telefax: (078) 844-8072 • **CABANATUAN:** Fontelera Building, 1271 Del Pilar Ext., Sangitan East, Cabanatuan City, Nueva Ecija / Tel. No.: (044) 464-2151; Telefax: (044) 600-5684 • **URDANETA:** Zone 6, Pinmaludpod, Urdaneta City, Pangasinan / Telefax: (075) 568-3975 • **ANGELES:** Unit H, JMS Bldg., MacArthur Highway, Brgy. Salapungan, Angeles City, Pampanga / Telefax: (045) 887-5371 • **BAGUIO:** Rex Hall Student Residences, Upper Gen. Luna cor. A. Bonifacio St., Baguio City, Benguet / Tel. No.: (074) 422-0574 • **BATANGAS:** J.P. Laurel Highway, Mataas na Lupa, Tambo, Lipa, Batangas / Tel. No.: (043) 741-6614 • **PALAWAN:** Abad Santos St. cor. Valencia St., Puerto Princesa, Palawan

VISAYAS

• **TACLOBAN:** Brgy. 74 Marasbaras, Tacloban City, Leyte / Tel. No.: (053) 323-8976; Telefax: (053) 523-1784 • **ILOILO:** 75 Lopez Jaena St., Brgy. San Isidro, Jaro, Iloilo City, Iloilo / Tel. No.: (033) 329-0332; Telefax: (033) 329-0336 • **BACOLOD:** 28 Brgy. 36, Purok Immaculada, Quezon Ave., Bacolod City, Negros Occidental • **CEBU:** 11 Sanciango St., Cebu City / Tel. Nos.: (032) 416-9684, 254-6773, 505-4313; Telefax: (032) 254-6466

MINDANAO

• **CAGAYAN DE ORO:** J. Serifa St. cor. Vamenta Blvd., Carmen, Cagayan de Oro City, Misamis Oriental / Telefax: (088) 858-6775, 309-5881 • **DAVAO:** 156 C.M. Recto St., Davao City, Davao / Tel. Nos.: (082) 300-5422, 305-5772; Telefax: (082) 221-0272 • **GENERAL SANTOS:** Aparente St., Dadiangas Heights, General Santos City, South Cotabato / Telefax: (083) 554-7102 • **ZAMBOANGA:** San Francisco Loop, Mayor Agan Ave., Camino Nuevo B, Zamboanga City / Tel. No.: (062) 955-0887

www.rexpublishing.com.ph

No portion of this book may be copied or reproduced in books, pamphlets, outlines, or notes—whether printed, mimeographed, typewritten, photocopied, or in any form—for distribution or sale, without the written permission of the Publisher and Author/s. The infringer shall be prosecuted in compliance with copyright, trademark, patent, and other pertinent laws.


INTERNET LINK DISCLAIMER

Rex Book Store, Inc. (RBSI) is not responsible for the accuracy, legality or content of the external sites and for that of subsequent links. These links are being provided as a convenience and for informational purposes only. Although verified at the date of publication, the publisher cannot guarantee that these links will work all of the time nor does it have control over the availability of linked pages.

Moreover, the publisher does not warrant sites or the servers that make them available are free of viruses or other harmful components. Rex Book Store, Inc. (RBSI) does not warrant or make any representations regarding the use or the results of the use of the materials in these sites or in third-party sites in terms of their correctness, accuracy, timeliness, reliability or otherwise.

RBSI's Book Association Memberships: Philippine Booksellers Association, Inc. (PBAI); Book Development Association of the Philippines (BDAP); Philippine Educational Publishers Association (PEPA); Book Exporters Association of the Philippines (BEAP); Academic Booksellers Association of the Philippines (ABAP); Children's Literature Association of the Philippines, Inc. (CLAPI); Asian Publishers Resources Center (APRC)

PEPA's International Book Association Memberships: International Publishers Association (IPA); Asia Pacific Publishers Association (APPA); ASEAN Book Publishers Association (ABPA); Philippine Book Publishing Development Federation (Philbook)

Printed by  REX PRINTING COMPANY, INC.

84-86 P. Florentino St., Sta. Mesa Heights, Quezon City / Tel. No.: 857-7777



CONTENTS

Preface	v
Chapter 1: Introduction to Quality Service Management in Tourism and Hospitality	i
Chapter 2: Guestology	12
Chapter 3: Strategies for Quality Service in Tourism and Hospitality	24
Chapter 4: The Guest and the Service Setting	36
Chapter 5: Service Staffing in Tourism and Hospitality Industry	50
Chapter 6: Designing and Managing Service	74
Chapter 7: Balancing Demand and Productive Capacity for Quality Service	89
Chapter 8: Co-creation of Quality Service	109
Chapter 9: Service Failures and Service Recovery	123
Chapter 10: Service Excellence and Leadership	131
References	145
Photo Attribution	151
Index	157

ABOUT THE BOOK

This textbook enables the readers to recognize and assess quality management and service management processes in a hospitality and tourism-related organization. Topics include service design, service quality, service recovery, and service failure among others.

ABOUT THE AUTHORS



Daryl Ace V. Cornell, Ph.D., CGSP, is a faculty researcher from the Polytechnic University of the Philippines and a part-time teacher in his alma mater, San Sebastian College-Recoletos, and in the graduate school program of the Lyceum of the Philippines University. He is the former president of the Philippine Association of Researchers for Tourism and Hospitality (PARTH), Inc. Dr. Cornell is also an active researcher, a prolific author, a resource person, and a Certified Guest Service Professional in the academic field of tourism and hospitality.



Ronald G. Manzano, DBA, is the department head of the Tourism Management program under the College of Hospitality and Tourism Department at the Trinity University of Asia. He finished his Bachelor of Science in Tourism at the University of the Philippines Asian Institute of Tourism before joining the government service. He started his professional career at the Department of Tourism where he developed his skills and gained valuable experience as a tourism practitioner. Likewise, he is a former associate dean of the Institute of Tourism and Hotel Management at the Far Eastern University. While in the academe, he earned his Doctor of Business of Administration from the Colegio de San Juan de Letran. Dr. Manzano is also an author, a researcher, a graduate school lecturer, a consultant, and a thesis adviser.

ABOUT THE COORDINATOR



Reil G. Cruz, Ph.D., is an associate professor of tourism at the University of the Philippines Asian Institute of Tourism. He has authored four tourism books under Rex Book Store, Inc., drawing from his experiences as a consultant and as a researcher. He is engaged in formulating a master plan for the island of Samar, as well as in leading a project for sustainable livelihood in four remote island communities in Northeastern Mindanao. His most recent activities are in the areas of tourism regulation and overtourism in Boracay.



Outcomes-Based Education (OBE) has become a powerful and engaging way of reforming the Philippine educational system. The highlight of OBE is the product — to develop the ideal graduates.

The Rex Book Store, Inc. tertiary textbooks are designed in compliance with the Commission on Higher Education's (CHED) requirements for OBE learning materials. The content, learning activities, and exercises aim to guide students to learn important knowledge and acquire skills to meet the CHED's prescribed competencies in specific programs.

www.rexestore.com
your online book catalog and book store



04-TB-00029-0



WE VALUE YOUR INPUT.

For comments or inquiries, email
The Office of the Chief Operating Officer
at wecare@rex.com.ph
For more info about our products
and services, please visit:
www.rexbookstore.ph



9 786210 403794