



EMPLOYER PROJECT WITH DORSETT HOSPITALITY INTERNATIONAL

Title: Importance-Performance Analysis (IPA) Model on Hotel Service Quality

Field: Hospitality, Tourism,

Level: Diploma

Project Description:

Studying customer's service is both an important and difficult task. Its difficulty arises because of the unique characteristics of the service quality including intangibility, inseparability, perishability, heterogeneity. Its importance is related to customers' loyalty with necessary satisfaction, image building, increased business performance, the like. Due to these reasons, service qualities are measured and assessed by using different methods.

This project involves students analysing how the hospitality industry is measured and evaluated through the use of the Importance Performance Analysis (IPA) model, a technique that is used to identify criterias that consumers use when making a decision. Students will gain experience, where they get to meet clients and are expected to construct and deliver a prototype or a mock-up solution towards the issues detected when possible, or of a detailed feasibility study where it is not.

Through this project, students will apply their business skills and knowledge in practical, results-driven, non-academic experiences, generate integrated theoretical insight, analyse and review individual and organisational learning, as well as valuing the important role applied projects play in the workplace.

sample signature
Supervisor's signature

Date: May 31st, 2021