



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching Guide 2018/2019

## Quality control and management

### Master in Hospitality Management

Quality control and management. Quality standards. Food safety.

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## Quality control and management

Module: **Hospitality total quality management**

Course: **Quality control and management. Quality standards. Food safety.**

Modality: **Mandatoty**

Number of academic credits: **3 ECTS**

Term: **1<sup>st</sup> Term**

Lecturer: **Ms. Laly García**

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Lecturer office hours: **Monday to Friday from 9:30 am to 1:30 pm**

Module, course lecturer/Coordinator: **Ms. Laly García**

## Course description

This subject will guide us into the quality world where we will understand how important it is for the hospitality field.

Every hotel is in a need of a system where we must control the operating procedures in order to ensure that the performed service in a hotel meets the requirement of the customer/client or we work under the standard quality criteria which helps us to improve our business.

One of the most important goals for an owner or manager of a hotel is the satisfaction of a customer, customer retention and the increasing of the number of clients. According to this fact, a quality system is the accurate tool to identify and analyse the weak points; to implement new procedures to improve and solve problems; to understand the expectations and needs of our customers and offer a quality service.

## Previous requirements

Not required.

## Course objectives

1. Provide students the needed skills to recognize, integrate, implement and control a quality system in a hotel.
2. Provide students the skills to use the satisfaction of a customer as quality measure and use the continuous improvement as a tool to increase the benefits of a hotel.

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3. Provide students the basic knowledge to understand and control the food safety in a hotel.

## Competences and learning outcomes

### General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

### Specific Competences

- **E.12** Train in the design, structure and implementation of a Quality Management System, know Quality basic concepts and different quality management systems liable to be implemented in hotel business.
- **E. 13** Know excellence basic principles, 9000 ISO rule and EFQM and its content and the elaboration and implementation of APCC (Food corporation quality system) in hotel restaurants.

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## Methodology

	Hours	Contact hours	Independent study work
Lectures and seminars	13,5	22,5 (30%)	
Tutorials	4,5		
Assessment in class	4,5		
Personal study	23,63		52,5 (70%)
Assignments and papers	15,75		
Research	13,12		
<b>TOTAL</b>	<b>75</b>	<b>22,5</b>	<b>52,5</b>

## Syllabus

### Theoretical classes

## Content

### I. QUALITY MANAGEMENT INTRODUCTION

1. Concept and application
2. Quality and tourims
3. Quality Management by procedures: procedures design.
4. Main quality standards: ISO 9001, ISO 22000, EFQM.

### II. QUALITY INDICATORS

1. Indicators as quality measures
2. Indicators analysis and corrective actions
3. Customer satisfaction management as quality indicators

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### III. FOOD SAFETY

1. HACCP (Hazard Analysis and Critical Control Point): principles and implantation

#### Case study analysis

Case study unit 1: Mission and Vision.

Case study unit 1: Procedures analysis.

Case study unit 2: Indicators design and corrective actions.

Case study unit 2: Customer satisfaction control.

Case study unit 3: HACCP identification and corrective actions.

### Relation to other disciplines of the study program

- This subject is directly related to all the disciplines of the study program as quality management is created to control all areas of a hotel.

### Assessment system

June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- Attendance and participation: 30% of total grade

### Bibliographic references

#### Basic bibliography

Berk, J. and S. Berk (1993). Total Quality Management: Implementing Improvement, Sterling Publishing Co. Inc., New York NY.

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Evans, J.R. and Lindsay, W.M. (2002). The Management and Control of Quality, 5<sup>th</sup> edn. South-Western, Cincinnati, OH.

Williams, C. and Buswell, J. (2003). Service Quality in Leisure and Tourism. CAB International, Wallingford.

Soteriades, M. (2011). Service Quality in the Hotel Industry: Issues and Challenges. Lambert Academy Publishing

### **Complementary bibliography**

Hill, N., Roche, G. and Allen, R. (2007). Customer Satisfaction. The customer experience through the customer's eyes. Cogent Publishing.

Antony, J. and Peece, D. (2002). Understanding, Managing and Implementing Quality: Frameworks, Techniques and Cases. Routledge.

### **Webs related**

- ✓ <http://www.world-tourism.org/>
- ✓ <http://www.iso.org/iso/home.html>
- ✓ <http://www.efqm.org/>
- ✓ <http://unwto.org/en>

### **Study recommendations**

There are not study recommendations.

### **Instructional materials**

Not needed.