



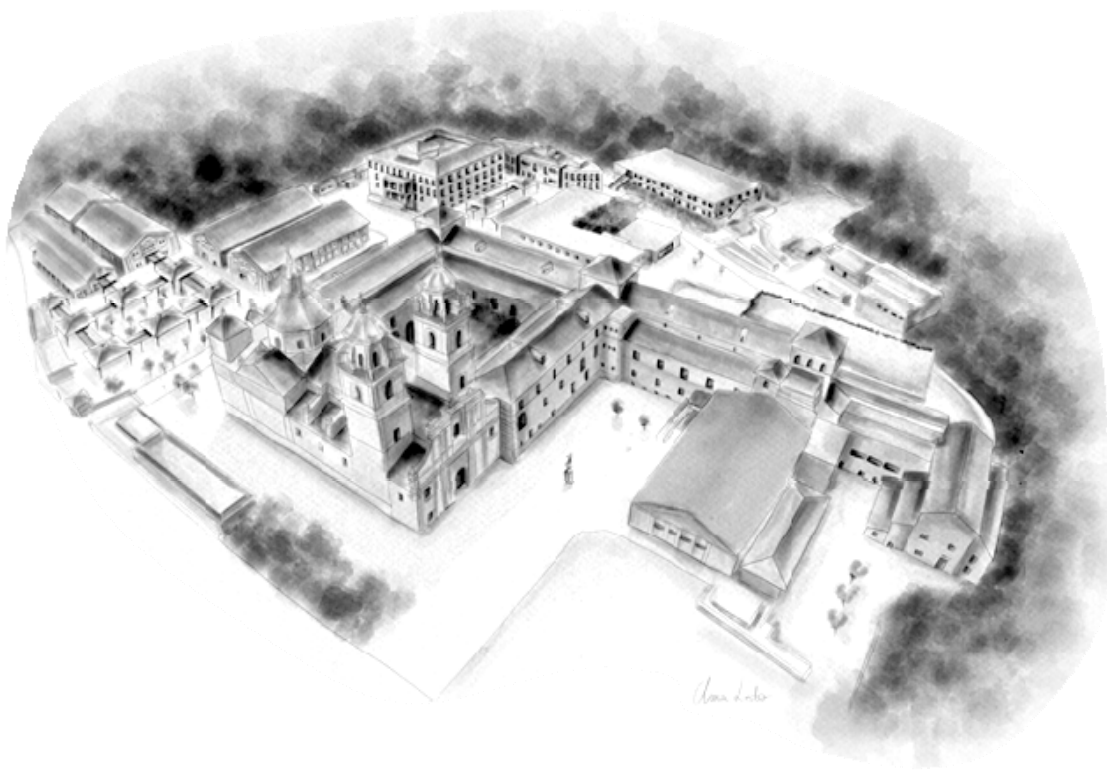
UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

20 años
de educación,
amor y servicio

Teaching Guide 2017-2018

Quality control and management

Master in Hospitality Management



Quality control and management. Quality standards. Food safety.

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Quality control and management. Quality standards. Food safety.

Quality control and management

Module: Hospitality total quality management

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

Modality: On campus

Number of ECTS: 3 ECTS

Term: 1nd

Lecturer: D^a Laly García

Email: lalygarciamillan@hotmail.com

Lecturer office hours: Monday to Friday from 9.30 to 13:30

Module, course lecturer/Coordinator: D^a 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 | | |
| TOTAL | 75 | 22,5 | 52,5 |

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.

Quality control and management. Quality standards. Food safety.

Evans, J.R. and Lindsay, W.M. (2002). The Management and Control of Quality, 5th 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.