

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	QUALITY SERVICE MANAGEMENT
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Type:	Optional	ECTS credits:	6
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Year:	3	Code:	1479
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Teaching period:	Sixth semester
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Area:	Hotel and restaurant administration
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	150
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Teaching staff	E-mail
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SUBJECT DESCRIPTION

The subject of this course is the knowledge of the quality management systems applicable to the hospitality sector with special attention to the hotel sector. In it we will address the quality background, the general concepts of quality management, as well as each of the processes that intervene in the provision of the service. We will learn how the implementation of a quality management system in the hotel sector is carried out. Likewise, the most widely applied standards applicable to the sector will be studied, such as UNE standards and ICTE standards. As a complement, other management standards applicable to the sector will be addressed, such as environmental management, health and safety, energy efficiency, universal accessibility and food safety.

GOAL

At the end of the course, the student will be able to know the general concepts of quality management, implement a system of quality assurance, with respect to the most common standards. Identify the specific processes and procedures of management in the hotel sector. Know how to define and implement a process. To know in a general way what are the other management standards that may be applicable to a company in the hotel sector. To know the necessary tools for the continuous improvement in the management of the hotel services.

PRIOR KNOWLEDGE

Students should know the fundamental processes of the hospitality industry, as well as the environment in which the service is developed. At the same time, they should be able to identify the stakeholders of the sector and evaluate the risks and opportunities that come together in the sector, with the methodology that will be discussed in the course.

COURSE SYLLABUS

CHAPTER 1. QUALITY DEFINITION. BACKGROUND.

- Historical Perspective
- What is quality?
- Eight principles of quality management
- The cycle of continuous improvement
- Introduction to quality
- The standardization of quality
- Implementation of the management system
- Development of ISO 9001: 2015
- Organizational Context and Management of Stakeholders
- Process management

CHAPTER 2. STANDARD ISO 9001/2015

1. Context of the organization
2. Leadership
3. Planning
4. Support
5. Operation
6. Performance assessment
7. Improved.

CHAPTER 3. UNE 182001 HOTELS

1. Management and human resources
2. Hosting Processes
3. Restoration
4. Events
5. Maintenance
6. Cleaning
7. Provisioning
8. Animation

CHAPTER 4. OTHER STANDARDS: ISO, UNE, FOR THE TOURISM SECTOR

- ISO 9001/2015 Quality management systems
- ISO 14001/2015 Environmental management systems
- ISO 17001 Universal accessibility system
- ISO 22000 Food Safety Management System
- ISO 50001 Energy management systems
- OHSAS 18001 / ISO 45001 Health and safety systems

EDUCATION ACTIVITIES

PARTICIPATORY MAGISTRAL LESSON: Unlike the classical masterclass, in which the weight of teaching falls on the teacher, in the masterful lesson participatory we seek that the student moves from a passive attitude to an active, favoring their participation. For this, it is necessary for the teacher to make a good structuring of the content, to have clarity of exposition and to be able to maintain the attention and interest of the student.

AUTONOMOUS WORK. In this methodology the student takes the initiative with or without the help of others (teachers, peers, tutors, mentors). It is the student who diagnoses their learning needs, formulates their learning goals, identifies the resources they need to learn, chooses and implements appropriate learning strategies, and evaluates the results of their learning. The teacher thus becomes the guide, the facilitator and in a source of information that collaborates in that autonomous work. This methodology will be of special interest for the development of competences related to research.

COOPERATIVE WORK IN REDUCED GROUPS: The number of students scheduled in our University allows us a group work in small groups. Slavin defines cooperative work as "instructional strategies in which pupils are divided into small groups and evaluated according to the group's productivity", which places at stake both individual responsibility and positive interdependence, the basis of professional teamwork .

CASE METHOD: Acquisition of learning through the analysis of cases or real management situations. This active learning technique, centered on student research on a real and specific problem, helps the learner to acquire the basis for an inductive study. Also supported in the use of simulators.

TUTORIAL ACTION SYSTEM: which includes interviews, discussion groups, self-reports and follow-up reports tutorial

RESEARCH: Search of information from various sources and documents, analysis and synthesis of data and development

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
classroom lessons 40h Master lecture classes 4h Presentations and discussion 16h	Practical cases. 30h Individual study 20h Individual assignment 10h Personal research 10h Group project work & research 20h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To become familiar with the professional situation of the sector and gain experience working in real environments and situations under formal regulations, demands and supervision.

To develop inter-personal and group communication skills and understand the process of their application in the company and among its workforce, in general and functional management, departments and projects in the sector.

To understand the workings of the company as an organisation that creates, makes efforts and creates value for its stakeholders, always being aware of the importance of the social and environmental dimensions of its activity.

To be familiar with and know how to inter-relate all functional areas of the company.

LEARNING RESULTS

Design management procedures for the organization, through the performance of procedures of the different elements of the system and processes.

It plans objectives and actions for the continuous improvement of the quality and the satisfaction of the client's needs, evaluated through the realization of practical cases in which objectives will be developed and the corresponding action plan

Identify the stakeholders in the management of the business evaluated through the case study of the identification of the concrete stakeholders. Analyze the risks and opportunities, threats and strengths of the organization

Analyze the risks and opportunities, threats and strengths of the organization, through a case study in which a SWOT will be carried out.

It analyzes and proposes ratios and indicators that help improve the management of the service. This result will be evaluated through a case study in which concrete ratios and management indicators will be defined.

Evaluates the different models analyzing which is the one that best adapts to the needs of the management, through the resolution of assumptions and the study of the proposed cases, considering the client as the *raison d'être*.

Design communication models analyzing the different functional areas, build processes within the area of the company that will help the decision making through the resolution of the assumptions and the study of the proposed cases

Analyzes the different departments of a proposed hotel, calculating indicators that help decision making, looking for quality as a unique goal It generates an attitude of intellectual restlessness, of search of the truth in all the areas of its life.

LEARNING APPRAISAL SYSTEM

EVALUATION SYSTEM

The evaluation of the student's learning must establish in an objective way the result of the student's learning process in relation to the subject.

The criteria used in the assessment are related to the various means and methodologies applied in the learning process of the student and adequately cover the various facets of the learning process in both the face-to-face and non-face-to-face contexts.

The University establishes that the attendance to class is obligatory for all its students having to surpass 80% of the activities presencial. Consequently, it asks the teachers for detailed information on the attendance of the students to the classroom activities.

EVALUATION SYSTEM FOR STUDENTS WHO FOLLOW AND ATTEND CLASS NORMALLY

The evaluation criteria and the percentage weight of each will be as follows:

Written or oral tests, development, short answer or test type: Final exam 70%

Class Assistance & participation: 10%

Individual and / or group work: 20%

In order for the participation to score, it will have to gather, in the teacher's opinion, characteristics of relevance, adequacy and positive contribution to the development of the class.

In an extraordinary call, the evaluation will necessarily be a written face-to-face examination and the final mark will be the one that the student reaches in the written test.

STUDENTS WITH ACADEMIC DISPENSATION BUT THE ACTIVITIES REQUIRED BY THE TEACHER OR SECOND CALL.

Works presented at teacher's request: 30%

The final exam will be the same as for normal attendance students: 70%

In an extraordinary call, the evaluation will necessarily be a written face-to-face examination.

The students of second or subsequent enrollments will have the two options mentioned before, it is mandatory to communicate the professor at the beginning of the semester. The student will not be able to pass the subject with just one assessment. Extraordinary examinations. In this case the assessment criteria applied will be the same as the two previous one.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

-Básica Puig-Durán, J.; "Certificación y Modelos de Calidad en Hostelería y Restauración", Díaz de Santos, Edc. 1. 2006, Madrid Gestión de hoteles

Additional

Gestión de hoteles -Hostelería y turismo Editorial Vértice, edc. 1. 2008

Cerra, J. y otros

Manual de recepción y atención al cliente. Editorial Síntesis.

Gestión de producción de alojamientos y restaurantes. Editorial Síntesis. edc. 1 2003

Organización y control de empresas en hostelería y turismo. Editorial Síntesis. Edc. 2. 2001

Protocolo, Relaciones Públicas y Comunicación. Editorial Síntesis. Edc. 2 1999

Recepción y Reservas. Editorial Síntesis. edc. 1 2007

Dirección de Alojamientos Turísticos. Editorial Síntesis. Septiembre 2011. edc. 1. Madrid.

Dirección estratégica en los hoteles del siglo XXI. Editorial Mcgraw Hill Interamericana. edc. 2 2004

Las claves del éxito en la nueva hostelería. Editorial Alción, S.A. edc 3. 2005

Manual práctico de cafetería y bar. Editorial Paraninfo. 2003. edc 1º

Manual de auditoría de calidad para restaurantes. Editorial asesoría y gestión de empresas de hostelería. ASEHS. edc. 1 2000

Hostelería y productividad. Editorial asesoría y gestión de empresas de hostelería. ASEHS. edc. 1998

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-Norma ISO 9001/2015. Sept. 2015