

**Quality and Environmental Management**

Code: 43413  
ECTS Credits: 6

| Degree                   | Type | Year | Semester |
|--------------------------|------|------|----------|
| 4314928 Hotel Management | OB   | 0    | 2        |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

Principal working language: spanish (spa)

### Teachers

Daniel Blabia Girau  
Francesc Romagosa Casals

### External teachers

Marta Frigola  
Patricia Rodríguez  
Rosana González

### Prerequisites

There are no prerequisites for taking this subject

### Objectives and Contextualisation

This module presents fundamental aspects for current hotel management such as quality assurance, both service and environmental. In particular, the latter relates to aspects seen in the Strategic Management module related to Corporate Social Responsibility. Throughout the module the different quality models, both national and international, that are applied by hotel companies are presented. Special attention is also given to quality tools such as audits, satisfaction questionnaires or process management among others.

The objectives are:

- To understand the concepts of total quality (TQM) in the hotel environment
- To know the main quality standards
- To raise awareness among students of quality costs and their correct management
- To consolidate the concept of sustainability, especially focusing on aspects of hotel environmental management
- To know the theoretical models of measurement of satisfaction in services and hospitality
- To know the techniques for the design, sampling and analysis of satisfaction questionnaires

## Competences

- Continue the learning process, to a large extent autonomously.
- Develop management and leadership skills.
- Focus on quality and corporate social responsibility in management.
- Identify and combine indicators with which to prepare reports for decision-making.
- Show expertise in advanced hotel management and in using its tools.
- Use ICT in managing and analysing the activity, to make improvements and identify new business opportunities.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in interdisciplinary teams.

## Learning Outcomes

1. Acknowledge the importance of environmental management, quality and corporate social responsibility in the success of a hotel business.
2. Continue the learning process, to a large extent autonomously.
3. Design a system of environmental management and hotel-quality management.
4. Develop management and leadership skills.
5. Identify and combine indicators with which to prepare reports for decision-making.
6. Know the different models of quality management and environmental management: both general ones and those specific to the hotel sector.
7. Know the information systems that focus on quality management.
8. Measure service quality and identify which variables it depends on.
9. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
10. Use the different tools and techniques for achieving quality and continuous improvement.
11. Use the main tools of quality management and corporate social responsibility.
12. Work in interdisciplinary teams.

## Content

1. Total quality management
2. Quality costs
3. Quality standards: ISO, EFQM, ICTE
4. Measurement of service quality and satisfaction
5. Environmental quality
6. Environmental policy: applicable regulations
7. Best practices in quality and environmental management

## Methodology

The teaching methodology is based on different activities:

- Lectures where the teachers will present the general topics, cases / exercises will be resolved / discussed and debates will be held between students on exposed and previously read or explained topics
- Synthesis Tests
- Computer sessions
- Visits to hotels
- Personalized advice with the teacher, both individual and group

## Activities

| Title | Hours | ECTS | Learning Outcomes |
|-------|-------|------|-------------------|
|-------|-------|------|-------------------|

Type: Directed

|                |    |      |                                   |
|----------------|----|------|-----------------------------------|
| Theory classes | 36 | 1.44 | 6, 7, 4, 3, 5, 8, 2, 9, 10, 11, 1 |
| Visit to hotel | 3  | 0.12 | 6, 7, 4, 5, 1                     |

Type: Supervised

|                                |    |     |                                 |
|--------------------------------|----|-----|---------------------------------|
| Cases study and teacher advice | 60 | 2.4 | 6, 4, 5, 8, 2, 9, 12, 10, 11, 1 |
|--------------------------------|----|-----|---------------------------------|

Type: Autonomous

|   |      |      |                                       |
|---|------|------|---------------------------------------|
| Study, case studies preparation and exams | 49.5 | 1.98 | 6, 7, 4, 3, 5, 8, 2, 9, 12, 10, 11, 1 |
|---|------|------|---------------------------------------|

## Assessment

To pass the course a minimum attend of 80% to the lectures is required. In order to attend the retake exam, a minimum grade of 3.5 must be obtained in the first exam sitting.

## Assessment Activities

| Title                        | Weighting | Hours | ECTS | Learning Outcomes                 |
|------------------------------|-----------|-------|------|-----------------------------------|
| Environmental quality audit  | 45%       | 0.5   | 0.02 | 6, 4, 3, 5, 2, 9, 12, 10, 1       |
| Forum participation          | 5%        | 1     | 0.04 | 6, 7, 4, 3, 5, 8, 2, 9, 10, 11, 1 |
| Quality management practises | 50%       | 0     | 0    | 6, 7, 4, 5, 8, 2, 9, 12, 10, 11   |

## Bibliography

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- GRIMA, P y TORT-MARTORELL, J. (1995). "Técnicas para la Gestión de la Calidad". Díaz de Santos. Madrid
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- JULIÁ, M, PORCHE, F., GIMÉNEZ, V., VERGE, X. (2002). "Gestión de la Calidad Aplicada a Hostelería y Restauración". Prentice Hall. Madrid.
- SENLLE, A. (1999). "Cómo Evaluar su Calidad". Colección "ISO9000 en la práctica". Gestión 2000. Barcelona
- ZEITHAML, V. y BITNER, M., (1996). "Services marketing" McGraw-Hill. New York