

Quality and Environmental Management

Code: 43413
ECTS Credits: 6

Degree	Type	Year	Semester
4314928 Hotel Management	OB	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Teachers

Daniel Blabia Girau

Dalilis Escobar Rivera

Francesc Romagosa Casals

External teachers

Patricia Rodríguez

Rosana González

Valeria Sánchez

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

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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 requiered. 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

- CUATRECASES, LL. (1999). "Gestión Integral de la Calidad". Gestión 2000. Barcelona
- GRIMA, P y TORT-MARTORELL, J. (1995). "Técnicas para la Gestión de la Calidad". Díaz de Santos. Madrid
- JAMES, P (1997). "Gestión de la Calidad Total. Un texto introductorio". Prentice-Hall. Madrid
- 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

Software

Microsoft Excel