

## Global Learning Semesters

### Course Syllabus

Course: HOSP-555 Managing Quality for Hospitality Operations

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



| Course Summary          |   |                          |
|-------------------------|---|--------------------------|
| Course Code             | Course Title                                | Recommended Credit Hours |
| HOSP-555                | Managing Quality for Hospitality Operations | 3                        |
| Semester Offered        | Contact Hours                               | Prerequisites            |
| Please contact us       | 42-45                                       | None                     |
| Department              | Level of Course                             | Language of Instruction  |
| Hospitality and Tourism | Upper Division                              | English                  |

### Course Description

The course aims at sensitizing students on the critical value of quality in hospitality operations by stressing the role of excellence in services. In the highly competitive global market, service quality will be reinforced as a crucial tool for differentiation and efficiency, and as a major factor for achieving commercial success. The establishment of a quality culture for the organization will be treated as a priority towards guest satisfaction.

The course focuses on the quality of managing, operating, and integrating customer service, marketing, production, delivery, information, and technology throughout an organization's quality value chain with the subsequent favorable impact on overall organization effectiveness. Emphasis is on the practical application of quality management principles, tools and techniques in the hospitality industry.

### Prerequisites

None

### Topic Areas

1. Service characteristics and challenges
2. Service delivery systems
3. Project management – efficiency of physical facilities and equipment
4. Process improvement and management
5. Total service management
6. Service quality assurance
7. The quality concept and components
8. Quality culture – development in organizational settings
9. Quality management systems
10. Total quality management
11. Customer focus and value creation
12. Knowledge and information management
13. Standards and measures of performance
14. Human resource implications
15. Case analyses

Evaluation Guidelines

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|--|--------|
| Assignments, case studies, reports, project: | 20-40% |
| Midterm exam:                                | 20-40% |
| Final exam:                                  | 30-50% |
| Total:                                       | 100%   |

## Readings and Resources

### Required Textbooks

1. Kandampully, J. (Ed), et al, (2001). Service Quality Management in Hospitality, Tourism, and Leisure. Haworth Hospitality Press. ISBN: 0789011417
2. Summers, D., (2004). Quality Management: Creating and Sustaining Organizational Effectiveness. Prentice Hall. ISBN: 0132626438

### Recommended Reading

1. Ghillyer, A., Lockwood, A., (2000). Quality Management in Hospitality: Best Practice in Action. Cassell Academic. ISBN: 0304334855
2. Williams, C., Buswell, J., (2003). Service Quality in Leisure and Tourism. CABI Publishing. ISBN: 0851995411
3. Martin, W., (2002). Providing Quality Service: What Every Hospitality Service Provider Needs to Know. Prentice Hall. ISBN: 0130967459
4. Lashley, C., (2001). Empowerment: HR Strategies for Service Excellence: HR strategies for service excellence (Hospitality, Leisure and Tourism). Butterworth-Heinemann. ISBN: 0750652446
5. Evans, J., Dean, J., (2002). Total Quality Management. South-Western College Pub. ISBN: 0324178719
6. Goetsch, D., Davis, S., (2002). Quality Management: Introduction to Total Quality Management for Production, Processing, and Services. Prentice Hall. ISBN: 0130933872
7. Zeithalm, V., Parasuraman, A., (2004). Service Quality. Marketing Science Institute. ISBN: 0965711439
8. Journal Articles.