

■ **QUALITY MANAGEMENT** by Gabriela Tigu

UNIT DESCRIPTION

The course covers quality in the hospitality industry, in terms of defining, measuring and monitoring it, highlighting specific management methods and tools. The course objectives are related to understanding the following: first of all, management is responsible for quality assurance, total quality is based on the concept of internal and external clients/suppliers, quality improvement is a continuous process, it is better to have a prevention strategy rather than one based on the detection of poor quality, ultimately the main aim is customer satisfaction.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Understand the concept of total quality management (TQM) in hospitality services.
- Be aware of the importance of customer satisfaction, as basic principle of TQM.
- Improve the role of human resources in the quality assurance process.
- Know the benefices of main quality assurance systems.

Competencies

- Define quality politics and strategies in hospitality.
- Use methods for customer satisfaction measurement.
- Implement a quality assurance system.
- Use methods and instruments for quality evaluation and improvement.
- Manage complaints.

Mindset

- Develop and improve decision-making skills in processes, operations and services design.
- Adopt a proactive attitude for customer satisfaction.

METHODOLOGY

- Mix of short lectures, exercises and short debates.
- Group work on simulation game.