

Management - Quality Management in Hospitality



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

> **Degree course:** International Hospitality Management

> **Teaching unit:** RIH425A

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 1

> **Teacher(s):** Christine POULETTY

> **Assessment:**

Continuous assessment

Final exam

> **Teaching methods:**

Lecture course 8 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

Hospitality Management: How to ensure success for customer and staff journey through quality and real-life examples in an international hotel group

1/Context is key

2/Quality management

3/A good pitch from a pain point to a success

4/ Detailed pitch to get a GO for a Digital project that leads to a major transformation, including a business plan

5 / Group Cases preparation

6 / Pillars for Loyalty and digitalization (how to balance human touch together with digital capacities)

7/ Go to success - Keys (how to anticipate all needed steps for change management)

8/ Group cases presentation and grading

OBJECTIVES

With 35 years of experience in the tourism and hotel industries, as a senior executive in an international hotel group, my goal is to prepare students for the real situations they will have to face if they lead a large-scale transformation project combining digital, customer journey and job transformation for employees. The obstacles are even more numerous when you are in an international and multi-brand environment.

PREREQUISITES

Understand a business issue mixed with human and digital, have good listening skills and know Excel and how to achieve a business plan.

SELECTIVE BIBLIOGRAPHY

I select videos with teams feedback in tourism industry. Animation thanks to Kahoot application.