

Alfred Nobel Open Business School Switzerland

Title	Quality Management for Hospitality and Tourism	
Unit purpose in and aim(s)	QMHT Students will gain an understanding of the role of quality management improving customer service levels for Hospitality and Tourism operations. Students will develop skills to enable them to make recommendations to amend quality improvement processes to improve the customer experience.	
URN	F/503/6113	
Unit Code	QMHT	
Level	6	
Credit value	25	
GLH	105	
Learning outcomes	Assessment criteria	
When awarded credit for this demonstrate unit, a student will:	Assessment of this learning outcome will require a student to that they can:	
1. Understand how quality key management can be used to improve Hospitality and Tourism Operations	1.1 Critically evaluate the importance of quality management within hospitality functions 1.2 Assess the role of personnel in maintaining quality 1.3 Analyse how 'continuous quality and service improvement' can improve service levels 1.4 Critically evaluate the relationship between Quality Management and Human Resource Management	
2. Develop continuous quality improvement measures for Hospitality and Tourism Operations	2.1 Employ a range of qualitative techniques to critically evaluate the effectiveness of Hospitality and Tourism operations 2.2 Employ a range of quantitative techniques and theories to critically evaluate the effectiveness of Hospitality and Tourism operations 2.3 Recommend ways to enable Continuous improvement to service levels	