

Study programme: BAS Tourism			
Course title: Standardization and quality in the hospitality industry (T347)			
Lecturer (Name, Middle name, Surname): <u>Dr Jovanka V. Popov-Raljić</u>			
Status: Obligatory for module of Hotel Management; elective for module of Gastronomy			
ECTS: 7			
Requirements: None			
Learning objectives			
To understand the notion and basic principles of quality as a market category. Learning the quality specifics in the services sector, with a particular emphasis on the hospitality industry. Understanding and acceptance of the standardization concept and the importance of standards in the process of defining quality. Consideration of the role of quality in food safety and its applications in the hospitality industry.			
Learning outcomes			
Students trained for the practical application of standards in the function of determining the service quality in the hospitality industry. Enabling students to identify and rank the criteria of quality, learning the techniques and methods of quality control measurement and evaluation of standards applied, with particular emphasis on the application of HACCP.			
Syllabus			
<i>Theoretical classes</i>			
Different approaches to the notion of quality;			
Defining quality;			
The notion of standard and defining standardization;			
Defining quality requirements according to international standards;			
Specifics of the quality in hospitality industry;			
Determining the structure and quality components of catering services;			
Problems of determination and implementation of standards in the hospitality industry;			
Implementation of HACCP;			
Hazard analysis and Critical Control Points in the hospitality industry;			
Sensory quality analysis.			
<i>Practical classes</i>			
Practical classes are realized through students' practice in various restaurants in the country and abroad.			
Literature:			
1.National Quality Standard for Early Childhood Education and Care and School Age Care Council of Australian Governments ,December 2009.			
2. Environmental Management System ISO 14001,In HOTEL INDUSTRY, New Delhi, 2002.			
3. G.S. Epstein and I. N. Gang, <i>The Political Economy of Kosher Wars</i> , Departmental Working Papers 200227, Rutgers University, Department of Economics (2002), available at: http://ideas.repec.org/e/pep1.html			
4. F. Bergeaud-Blackler, A. Evans and A. Zivotofsky, <i>Final report – Consumer and Consumption Issues – Halal and Kosher Focus Groups Results</i> (2010), at 27, available at: http://www.dialrel.eu/publications			
Weekly teaching load:			5 (75)
Lectures: 3	Exercises: 2	Other forms of teaching: -	Student research: -
			Other: -
Methods of Teaching: Lectures, Illustration and Demonstration, Practical skills			
Knowledge score (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		