

## Courses in English

### Course Description

<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Hospitality – selected aspects (course offered every semester)</b>
<b>Course number</b>	R 542
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	<p>In the module selected special topics in the hospitality and event sector will be analyzed. These can include the following or comparable topics:</p> <ul style="list-style-type: none"> <li>• Digitalization in the hospitality sector</li> <li>• Quality management</li> <li>• Lean management and process management</li> <li>• Entrepreneurship in the gastronomy</li> <li>• Event and festival management, MICE</li> </ul> <p>Digitization in the hospitality industry has to contend with numerous prejudices and is still viewed with a certain degree of skepticism. Yet digitization is an urgent necessity, and the Corona pandemic has once again made the industry aware of the importance of digital offerings and process simplification. The energy crisis and the ongoing staff shortage are also forcing the restaurant industry to position itself efficiently. Digitally well-positioned restaurateurs can respond more quickly to developments. Digitization can be implemented along the entire value chain, from merchandise management to guest registration and customer loyalty. Digitalisation can improve process and quality management as well as lean management and will continue to gain in importance in order to position one's own business for the future.</p> <p>Professional competence:</p> <p>After completing this module successfully, students will have acquired competences related to hospitality, event and festival management, MICE, or related topics. These may include the following or other competences:</p> <ul style="list-style-type: none"> <li>• To know the various possibilities of digitization based on the value chain</li> <li>• To evaluate the impacts of digitization critically and assess whether digitization represents a process improvement</li> <li>• To understand essential process and lean management tools and, in particular, apply them to the hospitality and event industry to make processes more efficient</li> <li>• To purposefully plan and execute lean management tools to solve problems in new and unfamiliar and interdisciplinary contexts</li> <li>• To assess the quality management in gastronomic and event-related companies with regard to the conceptual structures and design quality strategies based on the customer journey and introduce a quality management system for service providers</li> <li>• To develop ideas independently and concepts for company-specific quality and process</li> <li>• To apply and deepen entrepreneurial competences for the calculation and optimisation of business management decisions in gastronomic and event-related self-employment</li> <li>• To learn the most important facts and influencing factors when starting your own business in the gastronomy and event sector</li> <li>• To understand strategic and operational aspects of event and festival management and MICE or aspects of thereof</li> <li>• List of competences is not exclusive</li> </ul>
<b>Prerequisites</b>	See forward clause in the study and examination regulation

<b>Recommended reading</b>	<p>Benes, G.M.E. / Groh, P. E. : Grundlagen des Qualitätsmanagements, 3., aktual. Aufl., München 2014.</p> <p>Bruhn, M.: Qualitätsmanagement für Dienstleistungen – Grundlagen, Konzepte, Methoden, 8. Auflage, Berlin 2011.</p> <p>Bulican, A.: The Digital Transformation in the Hospitality Industry: Realities, Trends, Perspectives, in: Journal of Danubian studies and research 12, no. 2, 2022</p> <p>Cousins, J./Foskett, D./Gillespie, C.: Food and Beverage Management, Harlow 2011</p> <p>Fischl, B./Fischer M.: Erfolgreich in der Gastronomie - Existenzgründung und Businessplan für Gastronomen, Wirte und Kneipenbesitzer, München 2016</p> <p>Gembrys, S /Herrmann, J.: Qualitätsmanagement, 2. aktual. Aufl., München 2008</p> <p>Gruner, A. (eds.): Management-Lexikon Hotellerie &amp; Gastronomie, Frankfurt a. M. 2008</p> <p>Gruner, A./von Freyberg, B./ Euchner, M.: Gastronomie managen, Stuttgart 2016</p> <p>Gunden, N. et al.: Consumers' intentions to use online food delivery systems in the USA, in: International journal of contemporary hospitality management, 32 (3), 1325–1345, 2020.</p> <p>Hänssler, K.H. et al.: Management in der Hotellerie und Gastronomie: Betriebswirtschaftliche Grundlagen, Germany: De Gruyter 2020</p> <p>Henschel, U. K./Gruner, A./ von Freyberg, B.: Hotelmanagement, München 2013</p> <p>Herrmann, J./Fritz, H.: Qualitätsmanagement - Ein Lehrbuch für Studium und Praxis, München 2011</p> <p>Lunau, S. (eds.): Six Sigma + Lean Toolset – Mindset zur erfolgreichen Umsetzung von Verbesserungsprojekten, 5. Auflage, Frankfurt a. Main 2014</p> <p>Miller, J. E./Dopson, L. R. / Hayes, D. K.: Food and Beverage Cost Control, Hoboken 2007</p> <p>Onnen, Stein-Redent/R., Blättel-Mink, B./Noack, T./Opielka, M./Späte, K.: Digitalisierung und Prosuming in der Gastronomie: Potenziale und Herausforderungen. In Organisationen in Zeiten der Digitalisierung (pp. 245–255). Springer Fachmedien Wiesbaden GmbH 2022</p> <p>Ristova, C./Dimitrov, N.: DIGITALIZATION IN THE HOSPITALITY INDUSTRY: TRENDS THAT MIGHT SHAPE THE NEXT STAY OF GUESTS, in: International journal of information, business and management. 11 (3), S. 144–154, 2019; (<a href="http://ijibm.site666.com/index4.htm">http://ijibm.site666.com/index4.htm</a>)</p> <p>Rutherford, D. G.: Hotel Management and Operations, New York 2010</p> <p>Schaetzing, E. E.: Management in Hotellerie und Gastronomie, Frankfurt / Main 2010</p> <p>Schaetzing, E. E.: Qualitätsmanagement in der Gastronomie, Berlin 2015</p> <p>Zeithaml, V. A./Berry, L. L./Parasuman, A.: Delivering Quality Service – Balancing Customer</p>
<b>Teaching methods</b>	<p>Lecture with practices: 4 weekly contact hours per semester</p>
<b>Assessment methods</b>	90 minutes written exam
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Irmgard Eisenbarth
<b>Email</b>	<a href="mailto:irmi.eisenbarth@hm.edu">irmi.eisenbarth@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	<p>The module may cover the following or comparable topics:</p> <ul style="list-style-type: none"> <li>• Fundamentals of digitisation</li> <li>• Digitisation along the value chain</li> <li>• Overview of suppliers for digitisation solutions</li> <li>• Customer journey and customer experience in the hospitality industry</li> <li>• Basics of quality and process management (definition, dimensions, determinants, influencing factors)</li> <li>• Quality as a success factor</li> <li>• Quality management manual</li> <li>• Complaints management</li> <li>• Lean management and continuous improvement</li> <li>• Tools of lean management</li> <li>• Basics of business management analysis in gastronomy and events</li> <li>• Influencing factors in the context of calculation for self-employment in gastronomy and events</li> <li>• Holistic approach to entrepreneurship in gastronomy and events by means of self-calculated example</li> <li>• Event, festival and experience management, MICE, or aspects related to these fields such as sponsorship, funding, project management, sports and event venue management, or comparable topics</li> </ul> <p>(List of topics is not exclusive.)</p>