Courses in English
Course Description

Department	14 Tourism
Course title	**Hospitality and Event Management – Selected Aspects**
Course number	R542
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	In the module selected special topics in the hospitality and event sector will be analyzed. These can include the following or comparable topics: • Digitalization and artificial intelligence in the hospitality sector • Quality management • Lean management and process management • Entrepreneurship in the gastronomy • Event and experience management, MICE Digitalization in the hospitality industry has to contend with numerous prejudices and is still viewed with a certain degree of skepticism. Yet digitalization is an urgent necessity, and the Corona pandemic has once again made the industry aware of the importance of digital offerings and process simplification. Moreover, artificial intelligence gains ground, while there are still shortcomings in terms of implementing mere digitalization and automation within the hotel, restaurant and catering industry. Apart from this field of tension, the energy crisis and the ongoing staff shortage are forcing the hospitality industry to position itself efficiently. Digitally well-positioned restaurateurs for example can respond more quickly to developments. Digitalization can be implemented along the entire value chain, from merchandise management to guest registration and customer loyalty. Digitalization 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. Closely related to the hotel and restaurant sector is the event sector. In-person events have shown to be a robust economic sector within the hospitality industry after having overcome the challenges during the Covid-19-pandemic. However, the way events are designed, planned and executed has changed due to digitalization and the advance of artificial intelligence. Event professionals need to be prepared to cope both with the potentials and the risks of these developments. Professional competence: After completing this module successfully, students will have acquired competences related to hospitality, event and experience management, MICE, or related topics. These may include the following or other competences: • To know the various possibilities of digitalization based on the value chain • To evaluate the impacts of digitalization critically and assess whether digitalization represents a process improvement • To be capable of accompanying digital transformation as a (future) leader • To understand essential process and lean management tools and, in particular, apply them to the hospitality and event industry to make processes more efficient • To purposefully plan and execute lean management tools to solve problems in new and
Prerequisites	See forward clause in the study and examination regulation

Recommended reading	Allen, J./Harris, R./Jago, L.: Festival and Special Event Management: Essentials Edition Benes, G.M.E. / Groh, P. E. : Grundlagen des Qualitätsmanagements, 3., aktual. Aufl., München 2014 Berridge, D.: Events Design and Experience, Oxfordshire 2006 Bowdin, G./ Allen, J./ Harris, R./ Jago, L./O'Toole, W./ McDonnell, I.: Events Management, Oxfordshire 2024 Bruhn, M.: Qualitätsmanagement für Dienstleistungen – Grundlagen, Konzepte, Methoden, 8. Auflage, Berlin 2011 Bulican, A.: The Digital Transformation in the Hospitality Industry: Realities, Trends, Perspectives, in: Journal of Danubian studies and research 12, no. 2, 2022 Cousins, J/Foskett, D./Gillespie, C.: Food and Beverage Management, Harlow 2011 Fischl, B./Fischer M.: Erfolgreich in der Gastronomie - Existenzgründung und Businessplan für Gastronomen, Wirte und Kneipenbesitzer, München 2016 Gembrys, S /Herrmann, J.: Qualitätsmanagement, 2. aktual. Aufl., München 2008 Getz, D./Page, S. Event Studies: Theory and Management for Planned Events, Oxfordshire 2024 Gruner, A. (eds.): Management-Lexikon Hotellerie & Gastronomie, Frankfurt a. M. 2008 Gruner, A./von Freyberg, B./ Euchner, M.: Gastronomie managen, Stuttgart 2016 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. Hänssler, K.H. et al.: Management in der Hotellerie und Gastronomie: Betriebswirtschaftliche Grundlagen, Germany: De Gruyter 2020 Henschel, U. K./Gruner, A./ von Freyberg, B.: Hotelmanagement, München 2013 Herrmann, J./Fritz, H.: Qualitätsmanagement - Ein Lehrbuch für Studium und Praxis, München 2011 Lunau, S. (eds.): Six Sigma + Lean Toolset – Mindset zur erfolgreichen Umsetzung von Verbesserungsprojekten, 5. Auflage, Frankfurt a. Main 2014 Miller, J. E./Dopson, L. R. / Hayes, D. K.: Food and Beverage Cost Control, Hoboken 2007 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 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; (http://iibm.site666.com/index4.htm)
Teaching methods	Lecture with practices: 4 weekly contact hours per semester
Assessment methods	90 minutes written exam
Language of instruction	English
Name of lecturer	Prof. Dr. Irmi Eisenbarth / Prof. Dr. Laura Schmidt
Email	irmi.eisenbarth@hm.edu / laura.schmidt@hm.edu
Link	

Course content

The module may cover the following or comparable topics:
• Fundamentals of digitisation
• Digitisation along the value chain
• Overview of suppliers for digitisation solutions
• Customer journey and customer experience in the hospitality industry
• Basics of quality and process management (definition, dimensions, determinants, influencing factors)
• Quality as a success factor
• Quality management manual
• Complaints management
• Lean management and continuous improvement
• Tools of lean management
• Basics of business management analysis in gastronomy and events
• Influencing factors in the context of calculation for self-employment in gastronomy and events
• Holistic approach to entrepreneurship in gastronomy and events by means of self-calculated example
• Fundamentals of event and experience management in the hospitality industry
• Positioning events as a tool for branding, guest engagement, and revenue
• Evolution, advantages, and strategic implications of different event formats
• Technology platforms, personalization, and AI in event management
• Emerging trends and the future of hospitality events
(List of topics is not exclusive.)

Remarks