COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
1.2 Faculty	Food and tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and management in luxury hospitality (in English)

2. Data about the course

2.1 Name of course				Premium quality labeling systems in hospitality				
2.2 Course convenor				Foris Diana				
2.3 Seminar/ laboratory/ project convenor				Foris Diana				
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E	2.7 Course status	Content[3]	DA
							Attendance type[4]	DI

3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	3	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	20
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	14
Tutorial	
Examinations	
Other activities.....................................	4

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	•
4.2 competences-related	•

5. Conditions (if applicable)

5.1 for course development	•
5.2 for seminar/ laboratory/ project development	•

6. Specific competences and learning outcomes

Professional competences	**Cp.1** Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget. L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations. **Cp.2** Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems. L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations. L.O. 2.4 Graduates will be capable of advising industrial units on designing and maintaining premium quality labeling and certification systems, ensuring consistency and excellence in high-end products and services. **Cp.5** Conduct inspections and tests of services, processes or products to assess quality. L.O. 5.2 Graduates will acquire the skills to inspect and monitor production processes, such as culinary workflows or smart system operations, to ensure consistency and identify areas for improvement. L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms. L.O. 5.5 Graduates will acquire the ability to evaluate and monitor the quality of tailored services and amenities provided to resort guests, ensuring alignment with luxury standards and individual preferences. **Cp.7** Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome. L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction. L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes. **Cp.8** Builds and maintains strong internal and external relationships with stakeholders at the operational level, based on mutual trust and credibility, in order to achieve organizational objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships. L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration. L.O. 8.4 Graduates will master the ability to collect and analyze stakeholder input to refine services, products, and operations, ensuring mutual benefits and long-term loyalty in the luxury hospitality industry.

Transversal competences	Ct.1 Organize the team.

Ct.1 Organize the team.

L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes.

L.O. 1.2 Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings.

Ct.4 Manage quality related aspects

L.O. 6.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.

L.O. 6.3 Graduates will master the ability to manage and implement quality certification processes, such as premium labeling systems, ensuring that hospitality products and services meet regulatory and brand-specific standards.

L.O. 6.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.

L.O. 6.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	• Knowledge and understanding of quality labeling systems and quality management in hospitality.
7.2 Specific objectives	• Knowing, understanding and using the specific specialized language in the field of quality management and quality labeling and certification systems of hotels and restaurants; • Knowledge and understanding of concepts regarding quality, quality management, quality standards, quality management systems; • Knowing and understanding the principles and tools of quality management; • Knowledge and understanding of the resources, processes and implementation of the management system/integrated quality system; • Knowledge and understanding of service certification and quality management systems, as well as quality audit; • Knowledge and understanding of the food safety procedure.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Quality – concepts, objectives, features	Exposure	1	video projector
Quality in hospitality – general notions and concepts	Exposure, interactive course	1	video projector
Quality management – concepts, functions and purpose	Exposure, interactive course	1	video projector
Quality management principles. Total quality management	Exposure	2	video projector
Quality management in hospitality –objectives. Quality tourism policies and strategies	Exposure, interactive course	1	video projector
Tools of quality management and food security in hospitality: HACCP, SAFE, Quality brands	Exposure, interactive course	2	video projector
Quality standards in tourism. International quality	Exposure, interactive	1	video projector

management standards - ISO	course		
Quality management system – resources, processes, implementation. Integrated management system	Exposure, interactive course	1	video projector
Certification of quality management services and systems. Quality audit	Exposure	1	video projector
Organic certification, BIO	Exposure, interactive course	2	video projector
Quality management in hospitality versus hotels clasification	Exposure, interactive course	1	video projector

Bibliography

1. Pop, C., *Managementul calității*, Editura Tipo Moldova, Iași, 2009
2. Rondelli, V., Cojocariu, S., *Managementul calității serviciilor din turism și industria ospitalității*, Editura THR-CG, București, 2008
3. Foris, D., Popescu, M. and Foris, T. (2018), "A Comprehensive Review of the Quality Approach in Tourism" in Butowski, L. (Ed.), *Mobilities, Tourism and Travel Behavior - Contexts and Boundaries*, InTech, London, pp. 159-188. https://www.intechopen.com/books/mobilities-tourism-and-travel-behavior-contexts-and-boundaries/a-comprehensive-review-of-the-quality-approach-in-tourism
4. ISO 9001 – Sisteme de management al calității
5. ISO 14001 – Sisteme de management de mediu
6. ISO 22000 – Sisteme de management al siguranței alimentului
7. Hotărârea Guvernului nr. 668/2003 privind aprobarea Programului național de creștere a calității serviciilor hoteliere și de lansare a mărcii Q
8. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de turism
9. Ordinul ministrului dezvoltării regionale și turism Quality characteristics and criteria for evaluating services ului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de turism

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Quality characteristics and criteria for evaluating services	Case analysis, learning by example	4	video projector
Improving the quality of services in hospitality	Case analysis, learning by example	4	video projector
Quality strategies in hospitality	Group work	2	video projector
Quality brands - Brand Q	Case analysis, learning by example	4	video projector
ISO 9001 - quality management systems ISO 14001 - Environmental management systems ISO 22000 – Food safety management systems	Group work	4	video projector
Quality management system documentation	Group work	4	video projector
Food security	Case analysis, learning by example	4	video projector
Quality certification mark versus classification	Case analysis, learning by example	2	video projector

Bibliography

1. Pop, C., *Managementul calității*, Editura TipoMoldova, Iași, 2009
2. Rondelli, V., Cojocariu, S., *Managementul calității serviciilor din turism și industria ospitalității*, Editura THR-CG,

Bucureşti, 2008

3. Foris, D., Comparative analysis on hotel classification and quality mark in hospitality, *Journal of Tourism and Hospitality Management*, ISSN 2328-2169, USA, 2014, Vol. 2, No. 1, pp. 26-39

4. Foris, D., Study on Quality Mark in Hospitality, *Revista Calitatea - acces la succes (Quality – Access to Success)*, Q- asContents, Vol 15, , Supliment 5, November 2014, pp. 68-73

5. Foris, D., Tecau, A.S., Hartescu, M., Foris, T. (2019) Relevance of the features regarding the performance of booking websites. *Tourism Economics*, Volume 26, Issue 6, pp. 1021-1041

6. Foris, D.; Florescu, A.; Foris, T.; Barabas, S. Improving the Management of Tourist Destinations: A New Approach to Strategic Management at the DMO Level by Integrating Lean Techniques. *Sustainability* 2020, 12 (23), 10201

10. Foris D., Florescu A., Foris T., Barabas S. (2021) *Implementation of Lean Techniques in Destination Management Organizations.* In: Abreu A., Liberato D., González E.A., Garcia Ojeda J.C. (eds) Advances in Tourism, Technology and Systems. ICOTTS 2020. Smart Innovation, Systems and Technologies, vol 209, pp 293-303. Springer, Singapore.

7. ISO 9001 – Sisteme de management al calităţii

8. ISO 14001 – Sisteme de management de mediu

9. ISO 22000 – Sisteme de management al siguranţei alimentului

10. Hotărârea Guvernului nr. 668/2003 privind aprobarea Programului na ional de creştere a calităţii serviciilor hoteliere şi de lansare a mărcii Q

11. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licenţelor şi brevetelor de turism

12. Ordinul ministrului dezvoltării regionale şi turismului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licenţelor şi brevetelor de turism

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The content of the discipline is appropriate to the expectations and requirements of representative employers in the field of tourism.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Learning specific terms, theoretical bases and their use in addressing specialized issues	Written assessment	60%
10.5 Seminar/ laboratory/ project	Use of specific terms and theoretical bases. Preparation and presentation refereed	Written assessment	40%
10.6 Minimal performance standard			
• The correct learning of specific terms			
• the correct use of theoretical bases in the approach of specialized issues			

This course outline was certified in the Department Board meeting on 12./09./2024 and approved in the Faculty Board meeting on 12./09./2024

F03.1-PS7.2-01/ed.3, rev.6

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

2) Study level – choose from among: Bachelor / Master / Doctorat;

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

5) One credit is the equivalent of 25 study hours (teaching activities and individual study).