Tourism Quality Management

Code: 104957
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

Contact

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Use of Languages

Principal working language: english (eng)

Some groups entirely in English: Yes

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Teachers

Laia Canut Delgado

Prerequisites

There are no prerequisites

Objectives and Contextualisation

This course aims to provide students with the necessary skills to understand qualitative concepts and techniques in tourism industry, enabling them to analyse and evaluate quality management processes. Social and environmental aspects of tourism sector will also be approached in order to ensure companies with quality continuous improvement.

At the end of the course the student will be able to:

- To know the most relevant models of quality management
- Understand, apply and evaluate qualitative methods
- Identify social and environmental aspects of quality
- Evaluate and interpret quality management systems to contribute to business performance

Competences

- Behave responsibly towards the environment.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Plan and manage activities on the basis of quality and sustainability.

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- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Work in a team.

Learning Outcomes

1. Behave responsibly towards the environment.
2. Develop a capacity for independent learning.
3. Develop the principles and criteria of sustainability and quality management in tourism and extend them to other activities.
4. Display a customer service orientation.
5. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
6. Identify and apply quality certification systems as a business strategy.
7. Identify and apply the elements of public law (administrative law, tax law and tourism law) and private law that regulate certain tourism activities and entities.
8. Plan and manage activities on the basis of quality and sustainability.
9. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
10. Work in a team.

Content

QUALITY CONCEPT

- Quality concept and objectives

- Business Excellence: EFQM Model

- Quality of service: SERVQUAL Model

CERTIFICATIONS

- Certifications: ISO 9001 (general), ISO 14001 (Environment)

- EMAS Certification

- Q Certification (Tourist Quality)

QUALITY AND ENVIRONMENTAL MANAGEMENT SYSTEM

- Business Commitment

- Environmental Management System SGMA

- Sustainability Reporting: Global Reporting Initiative GRI

- Social Quality Strategy: Corporate Social Responsibility

- Control registers of Quality and Environment

- Quality Management: "Total Quality Management" TQM

SERVICE PERFORMANCE

- Standardization of processes

- Customer satisfaction surveys

RESOURCE MANAGEMENT

- Human resources: human capital management and work environment

MEASUREMENT, ANALYSIS AND IMPROVEMENT

- Quality Control: Business Audits

- Qualitative business analysis in your virtual environment

- Evaluation tool: REDER scheme

- Evaluation of qualitative processes

- Continuous improvement tools (Ishikawa)

Methodology

- Participative content sessions
- Theoretical-practical classes in which concepts are worked in projects format.
- Problem solving and group practical cases with final exposition.
- Cooperative learning and individual learning to develop and present projects.
- Tutorials: individual or group work to solve doubts on specific concepts.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Project-related and presentation class	30	1.2	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
Theoretical classes	18	0.72	1, 3, 7, 6, 8, 9
Type: Supervised			
Mentoring	24	0.96	1, 2, 8, 4, 5, 10
Type: Autonomous			
Project-related and presentation class	20	0.8	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
Self-study	20	0.8	2, 8

Assessment

A) CONTINUOUS ASSESSMENT

The evaluation system consists of 4 practical projects and a test:

Score 20% Project 1: Business analysis of hotel quality

Score 20% Project 2: Real Business Case

Score 20% Project 3: Business analysis on quality tourism enterprise

Score 20% Project 4: Real Business Case

Score 20% Evidence case-based exam

*The projects and the exam must have a minimum score of 4 each to average between them.

B) FINAL EVALUATION: final exam (all course content)

Day and time established, according to academic calendar, to the Official Programming of the EUTDH Center. There will be only one type of final exam, with have no difference between students who have not passed the continuous assessment and those who have not followed the continuous assessment.

C) RE-EVALUATION

Students who, in final evaluation, have obtained a grade equal or greater than 3.5 and less than 5, may present themselves for re-evaluation exam. The maximum grade of this re-evaluation will not exceed 5 as final grade.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	20	2	0.08	3, 2, 7, 6, 8, 9, 4, 5
Project 1	20	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
Project 2	20	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
Project 3	20	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
Project 4	20	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10

Bibliography

- Documents on Virtual campus
- Fernandez Gago, R (2005): Administración de la Responsabilidad Social Corporativa. Ed. Thompson, colección negocios, Madrid (Tema 6)
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