

**Tourism Quality Management**

Code: 104957  
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

Name: Laia Canut Delgado  
Email: Laia.Canut@uab.cat

### 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.
- 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 assignments/projects and a test:

\*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
A) Class assignments	20	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
B) Business Case 1	20	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
C) Conference 1	10	6	0.24	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
D) Conference 2	10	6	0.24	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
E) Final Assignment	10	6	0.24	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
F) Exam	30	2	0.08	3, 2, 7, 6, 8, 9, 4, 5

## Bibliography

- Documents on Virtual campus
- Fernandez Gago, R (2005): Administración de la Responsabilidad Social Corporativa. Ed. Thompson, colección negocios, Madrid (Tema 6)
- ISO 9000 (2005): Sistemas de Gestión de la Calidad. Fundamentos y vocabulario. AENOR. Madrid.
- ISO 9001 (2008): Sistemas de Gestión de la Calidad. Requisitos. AENOR. Madrid.
- ISO 9004 (2009): Gestión para el éxito sostenido de una organización. Enfoque de gestión de la calidad. AENOR. Madrid
- Dale, B.G., Wiele, T. y Iwaarden, J. (2007): Managing quality, Blackwell, Oxford
- European Foundation for Quality Management (2013): Modelo EFQM de Excelencia version 2013, EFQM, Bruselas
- Arellano, R., & Anthony, M. (2018). Caracterización de la gestión de la calidad, bajo el enfoque de Planeamiento Estratégico en las micro y pequeñas empresas del sector servicios-rubro agencias de viaje del distrito de Huaraz, 2016.
- Arbós, L. C., & Babón, J. G. (2017). Gestión integral de la calidad: implantación, control y certificación. Profit Editorial.
- Global Reporting Initiative (GRI). (2006): Guía para la elaboración de Memorias de Sostenibilidad.
- Zeithaml, V.A.; Parasuraman, A; Berry, L.L. (1994): Calidad total en la gestión de los servicios. Ed. Díaz de Santos. Madrid.