UAB
Universitat Autònoma de Barcelona

2022/2023

Tourism Quality Management

Code: 104957
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	2

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

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

- Creativity Concept
- Quality concept and objectives
- Service quality: SERVQUAL model

STANDARDS OF REFERENCE

- Certifications: ISO 9001 (general), ISO 14001 (Environment)
- EMAS certification
- Q Certification (Tourist Quality)
- Business excellence: EFQM model
- Quality management: "Total Quality Management" TQM

QUALITY AND ENVIRONMENT MANAGEMENT SYSTEM

- The reports for sustainability: "Global Reporting Initiative" GRI
- Social quality strategy: Corporate Social Responsibility
- Control of Quality and Environment records
- Quality and sustainability certificates
- Sustainable Development Goals (SDGs) and the tourism industry

PERFORMANCE OF THE SERVICE

- Corporate culture
- Standardization of processes
- Operating Manuals
- Opportunity management.

HUMAN RESOURCES MANAGEMENT AND QUALITY

- Human resources: the management of human capital and the work environment

MEASUREMENT, ANALYSIS AND IMPROVEMENT

- Guest satisfaction surveys
- Quality control: Business audits
- Action plans.
- Introduction to Lean: Continuous improvement tools.

Methodology

- Expository and participatory classes of the concepts and contents of the subject.
- Theoretical-practical classes in which the contents are worked on in the form of projects and activities.
- Problem solving and practical cases in group with final presentation.
- Cooperative learning and individual learning for the development and presentation of work. It includes the work directed by the teacher and the hours of study by the student.
- Tutorials: individual or group to solve doubts or work on specific concepts.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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	20	0.8	1, 3, 7, 6, 8, 9
Type: Supervised			
Mentoring	16	0.64	1, 2, 8, 4, 5, 10
Type: Autonomous			
Project-related and presentation class	18	0.72	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
Self-study	18	0.72	2, 8

Assessment

A. CONTINUING EVALUATION

- The assessment system consists of practical assignment / projects and an exam.
- Projects must be submitted in the time and manner stipulated by the subject teacher.
- Failure to comply with the strictness of the projects, in due time and form, will score as Not presented and the right to continue with the continuous evaluation will be lost.
- Projects and the exam must have a minimum score of 4 each to be able to weigh between them.

B. FINAL ASSESSMENT: final exam (all subject)

- Day and time established, according to the academic calendar, to the Official Programming of the EUTDH Center, there will be a single type of final exam, with no difference between students who have not satisfactorily passed the continuous evaluation and those who have not followed it.
- The professor will inform in a timely manner the format, duration, and location of the exam.
- No date changes will be accepted without the express approval of the study coordinator.

C. RE-EVALUATION

- Students who in the final evaluation have obtained a grade equal to or greater than 3.5 and less than 5, may take the re-evaluation.
- The maximum grade for this re-evaluation will not exceed 5 as a final grade.
- The professor will inform in a timely manner the format, duration, and location of the exam.
- No date changes will be accepted without the express approval of the study coordinator.

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) Group Activity 1	15%	7	0.28	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
D) Case Study	20%	9	0.36	1, 3, 2, 7, 6, 8, 9, 4, 5, 10
F) Exam	30%	16	0.64	3, 2, 7, 6, 8, 9, 4, 5
Group Activity 2	15%	7	0.28	1, 3, 2, 7, 6, 8, 9, 4, 5, 10

Bibliography

- Class content
- Fernández 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.
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- 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 Iniciative (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.
- L.Brennan, Linda (2011): The McGraw-Hill 36-Hour Course. Operations Management. Ed McGraw-Hill.
- Shaffie, Sheila (2012): The McGraw-Hill 36-Hour Course. Six Sigma Ed McGraw-Hill.
- Cuatrecasas, Luis (2010): Lean Management:La gestion competitiva por excelencia. Profit Editorial
- H.Pink, Daniel (2018):Drive: The Surprising Truth About What Motivates Us.Canongate

Documents on Virtual campus

Software

Miro. www.miro.com

Wooclap. www.wooclap.com

Basecamp. www.basecamp.com

Google Forms

Monkey Survey https://www.surveymonkey.com/

MS Excel

Genially. www.genially.com

Mindmeister. https://www.mindmeister.com/