



Universitat de Lleida

DEGREE CURRICULUM **QUALITY MANAGEMENT IN TOURISM**

Academic year 2014-15

Subject's general information

Subject name	QUALITY MANAGEMENT IN TOURISM
Code	102636
Semester	1st. Continuous assessment
Typology	Optative matter (O)
ECTS credits	6
Theoretical credits	0
Practical credits	0
Office and hour of attention	Tuesdays and Thursdays 10:00 to 14:00
Department	Department of Business Administration and Economic Management of Natural Resources (AEGERN)
Modality	Presencial
Important information on data processing	Consult this link for more information.
Language	English
Degree	Degree in Tourism
Office and hour of attention	Tuesdays and Thursdays 10:00 to 14:00
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Subject's extra information

Quality is a fundamental aspect for tourism businesses and destinations to attract, satisfy and retain customers. This course emphasizes the importance and the advantages that quality has for tourism organizations. We will see in what moments of the tourist process and in what areas (e.g. customers Service, Environment, etc.) quality plays an important role. We will learn how to manage and use quality tools and procedures to assure and evaluate it (e.g. satisfaction surveys). This course stresses the idea that the improvement of quality is a continuous process. We will also explain the main quality categories, standards and certificates at a European level, as well as how audits work and how to achieve quality certifications at Spanish and Catalan levels (e.g. 'Q' mark for tourist quality). We will combine both theoretical explanations with case studies and exercises.

This subject will enable students to deepen into business management focusing on achieving both service and internal management excellence. Although the subject is taught in English, practical exercises can be delivered in English, Catalan and Spanish.

Learning objectives

After successful completion of this course, students will be able to

- Recognize the value of the quality management concepts and models
- Recognize and take advantage of the opportunities for improvement in a service company
- Learn and apply basic Total Quality Management (TQM) and outcome assessment principles in the analysis of a service delivery system
- Recognize and assess quality management processes in a hospitality and tourism organization and to evaluate departmental processes and planning strategies
- Develop an understanding of the issues involved and the approaches employed in quality management, and a knowledge of the techniques of quality improvement
- Provide a general awareness of perspectives on quality and a detailed understanding of the nature and management of service quality in a tourism context
- Evaluate the tourism and hospitality quality management effectively apply various theoretical concepts and models for making improvements
- Identify, manage and implement systems of quality certification as a business strategy
- Develop decision-making skills through analyzing various case studies related to quality management within the service industry, in particular the tourism and hospitality industries

Competences

General competences

- Capacity for analysis and synthesis
- Capacity for organisation and planning
- Capacity for teamwork and leadership
- Capacity for working and learning autonomously, and for interacting with other people by means of cooperation and collaboration
- Capacity for acting with rigour, making a personal commitment and upholding quality standards

Specific competences

- To set up and manage a tourist service company based on and in response to the changes that occur in the context in which it operates
- To perform the aforementioned functions in the different functional areas of a tourist company or institution
- To apply instrumental techniques to the analysis and resolution of business problems, and to the decision-making process
- To identify, manage and design strategies and management plans for tourist areas and destinations based

on sustainability principles

Strategic competences:

- Command of oral and written communication
- Knowledge and command of English as a foreign language
- Command of IT

Subject competences:

- Understand the relevance of quality management for the competitiveness of tourism products and destinations
- Have a strong orientation of service to the customer and a motivation for the quality of the service
- Design operational processes simultaneously leading to efficiency in quality of the service of a tourism organization

Subject contents

1. Introduction

- 1.1. Quality concept
- 1.2. Historical evolution of the quality
- 1.3. Cost of quality and of non-quality

2. Quality management system

- 2.1. Quality management principles
- 2.2. Total quality management (TQM)
- 2.3. Process-oriented quality management

3. Continuous quality improvement

- 3.1. Customer satisfaction
- 3.2. Techniques for process improvement
- 3.3. Basic quality tools

4. European quality certification

- 4.1. International Organization for Standardization (ISO 9000 series)
- 4.2. European Foundation for Quality Management (EFQM)
- 4.3. European Eco-Management and Audit Scheme (EMAS)

5. Audit and certification of the tourist quality

- 5.1. 'Q' mark for tourist quality. Spanish Institute for Quality Tourism (ICTE)

5.2. Sectorial regulation. Spanish Association for Standardisation and Certification (AENOR)

5.3. "Commitment to quality tourism" distinctive. Integral System of Tourist Quality in Destination (SICTED)

6. Catalan system of tourist quality

6.1. Categorisation

6.2. Speciality

6.3. Excellence

Methodology

Continuous assessment.

Combination of master classes, cas studies, in class case resolutions, assessment tests, practical projects.

Development plan

Week	Description	In class activities	HTP (2) (hours)	Autonomous work and activities	HTNP (3) (Hours)
1-2	Presentation of the course and 1. Introduction to Quality	Master class	8h	Recommended readings and preparation of the first practice	5h
3-5	2. Quality management system	Master class and class practices	12h	First practice preparation	10h
6-8	3. Continuous quality improvement	Master class and class practices	12h	Study for the evaluation and preparation of the second practice	10h
9		First evaluation	2h	Study for the evaluation	10h
10-11	4. European quality certification	Master class and class practices	8h	Second practice preparation	10h
12-13	5. Audit and certification of the tourist quality	Master class and class practices	8h	Third practice preparation	10h
14-16	6. Catalan System of tourist quality	Master class, class practices and oral presentations	10	Preparation of the third practice and oral presentations	10h
17		Second evaluation	2h	Study for the second evaluation	10h

Evaluation

Subcompetences/ Objectives	Evaluation activities Criteria	%	Dates	O/V (1)	I/G (2)
Understand the relevance of quality management for the competitiveness of tourism products and destinations	Virtual Test 1: Themes 1 - 3	20	Week 9: 10th November	O	I
Understand the relevance of quality management for the competitiveness of tourism products and destinations	Virtual Test 2: Themes 4-6	20	Week 17: 23th January	O	I
Have a strong orientation of service to the customer and a motivation for the quality of the service. Design operational processes simultaneously leading to efficiency in quality of the service of a tourism organization	Practice 1: Practice related to themes 1 and 2	15	Week 5	O	I
Have a strong orientation of service to the customer and a motivation for the quality of the service. Design operational processes simultaneously leading to efficiency in quality of the service of a tourism organization	Practice 2: Practice related to themes 3 and 4	15	Week 11	O	I
Have a strong orientation of service to the customer and a motivation for the quality of the service. Design operational processes simultaneously leading to efficiency in quality of the service of a tourism Organization Command of oral and written communication	Practice 3: Practice related to themes 5 and 6 and oral presentations.	20	Week 16	O	I
Analyse and understand quality concepts and processes. Command of oral and written communication	Attendance, participation and class exercises	10	Along the semester	O	I

Bibliography

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