



DEGREE CURRICULUM

QUALITY MANAGEMENT IN TOURISM

Coordination: MARTI OCHOA, JULIA LORENA

Academic year 2021-22

Subject's general information

Subject name	QUALITY MANAGEMENT IN TOURISM			
Code	102636			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	4	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	4.2	1.8	
	Number of groups	1	1	
Coordination	MARTI OCHOA, JULIA LORENA			
Department	BUSINESS ADMINISTRATION			
Important information on data processing	Consult this link for more information.			
Language	Anglès			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MARTI OCHOA, JULIA LORENA	julia.marti@udl.cat	6	

Subject's extra information

La qualitat en el sector turístic és un aspecte fonamental per a atraure, satisfer i fidelitzar els clients en les empreses turístiques i les destinacions. En aquesta assignatura es posarà de manifest la importància i avantatges que té la qualitat per les organitzacions turístiques. Veurem en quins moments del procés turístic i en quins àmbits (per exemple atenció al client, medi ambient, etc.) juga un paper important la qualitat. Aprenem a gestionar la qualitat i a fer servir certs procediments i eines per assegurar-la i avaluar-la (com per exemple una enquesta de satisfacció). Remarcarem la idea que la millora de la qualitat ha de ser un procés continu a l'empresa. També explicarem les principals certificacions, normatives i categories de qualitat que hi ha a nivell europeu. Aprenem com funcionen les auditories i com aconseguir les certificacions qualitat turística a nivell estatal i català (com per exemple la 'Q' de qualitat). També veurem la gestió de queixes en espais de reviews online. Combinarem les explicacions teòriques amb casos pràctics i exercicis, sempre promovent també la utilització de noves tecnologies.

Aquesta assignatura permetrà aprofundir en la gestió de les empreses turístiques enfocada a aconseguir l'excel·lència tant del seu servei com de la seva gestió interna. L'assignatura s'imparteix en anglès i es motivarà el seu ús en tota l'assignatura, les pràctiques s'hauran de lliurar en anglès.

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. Complaint management

- 6.1. Complaint and comment management online

Methodology

Continuous assessment.

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

In most classes there will be practical exercises and students will be motivated to participate/interact, as well as to use English.

We intend to follow CLIL Methodology (Content and Language Integrated Learning) to integrate the English language with learning about the subject.

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	7h	Recommended readings and preparation of the first practice	5h
3-5	2. Quality management system	Master class and class practices	10,5h	First practice preparation	10h
6-8	3. Continuous quality improvement	Master class and class practices, and First Evaluation	10,5h	Study for the evaluation and preparation of the second practice	20h
10-11	4. European quality certification	Master class and class practices	7h	Second practice preparation	10h
12-13	5. Audit and certification of the tourist quality	Master class and class practices	7h	Third practice preparation	10h
14-15	6. Complaint management	Master class, class practices and oral presentations	8	Preparation of the third practice and oral presentations	10h
16-17		Second evaluation	2h	Study for the second evaluation	10h
18		Oral presentation	8h	Preparation of the oral presentation	8h

Evaluation

Subcompetences/ Objectives	Evaluation activities	%	Dates	O/V (1)
	Criteria			
Understand the relevance of quality management for the competitiveness of tourism products and destinations	Virtual Test 1: Themes 1 - 3	20	Week 9	O
Understand the relevance of quality management for the competitiveness of tourism products and destinations	Virtual Test 2: Themes 4-6	20	Week 16-17	O
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
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

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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. (10% + 10%)	20	Weeks 15 and 18	O
Analyse and understand quality concepts and processes. Command of oral and written communication	Attendance, participation and class exercises	10	Along the semester	O

* **The average score of the virtual tests 1 and 2 must be of at least 4 points (4/10)** to be able to pass the subject and make the average with the rest of activities and evaluation items.

In this subject, as continuous assessment is implemented, **there will NOT be any recovery tests.**

Alternative Assessment: In the event that a student documentally proves that they are unable to attend scheduled activities of the continuous assessment (for paid work, second or subsequent tuition of the subject ...), they can opt for a single test of validation of competences and knowledge that will be conducted on the day and in the schedule established in the calendar of evaluation of the Degree for the final test of the ordinary evaluation. The application for this assessment modality must be carried out before the sixth week of class with documentary accreditation and, once done, it can not be modified. On the website of the Faculty there is the document that students must complete and deliver to the professor responsible for the subject: http://www.fdet.udl.cat/export/sites/Fdet/ca_galleries/Documents/Secretaria-documents/Sollicitud-davaluacio-alternativa.pdf

In accordance with art. 3.1 of the UdL evaluation regulations, the student can not use, in any case, during the evaluation tests, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carry electronic devices not allowed, will have to abandon the test or the tests, and will be subject to the consequences provided in these regulations or in any other regulations of internal regime Of the UdL.

Bibliography

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