



Universitat de Lleida

GUÍA DOCENTE  
**GESTIÓN DE LA CALIDAD  
TURÍSTICA**

Coordinación: MARINÉ ROIG, ESTELA

Año académico 2016-17

## Información general de la asignatura

<b>Denominación</b>	GESTIÓN DE LA CALIDAD TURÍSTICA			
<b>Código</b>	102636			
<b>Semestre de impartición</b>	1R Q(SEMESTRE) EVALUACIÓN CONTINUADA			
<b>Carácter</b>	<b>Grado/Máster</b>	<b>Curso</b>	<b>Carácter</b>	<b>Modalidad</b>
	Grado en Administración y Dirección de Empresas	4	OPTATIVA	Presencial
	Grado en Turismo	4	OPTATIVA	Presencial
<b>Número de créditos ECTS</b>	6			
<b>Grupos</b>	1GG			
<b>Créditos teóricos</b>	0			
<b>Créditos prácticos</b>	0			
<b>Coordinación</b>	MARINÉ ROIG, ESTELA			
<b>Departamento/s</b>	ADMINISTRACIO D'EMPRESES I GESTIO ECONOMICA DELS RECURSOS NATURALS			
<b>Información importante sobre tratamiento de datos</b>	Consulte <a href="#">este enlace</a> para obtener más información.			
<b>Idioma/es de impartición</b>	English			
<b>Horario de tutoría/lugar</b>	Martes y Jueves de 10:00 a 14:00h			

Professor/a (s/es)	Adreça electrònica professor/a (s/es)	Crèdits	Horari de tutoria/lloc
MARINÉ ROIG, ESTELA	estela.marine@aegern.udl.cat	6	

## Información complementaria de la asignatura

La calidad en el sector turístico es un aspecto fundamental para atraer, satisfacer y fidelizar a los clientes en las empresas turísticas y los destinos. En esta asignatura se pondrá de manifiesto la importancia y las ventajas que tiene la calidad para las organizaciones turísticas. Veremos en qué momentos del proceso turístico y en qué ámbitos (por ejemplo atención al cliente, medio ambiente, etc.) juega un papel importante la calidad. Aprenderemos a gestionar la calidad y a utilizar ciertos procedimientos y herramientas para asegurarla y evaluarla (como por ejemplo una encuesta de satisfacción). Remarcaremos la idea de que la mejora de la calidad debe ser un proceso continuo en la empresa. También explicaremos las principales certificaciones, normativas y categorías de calidad que hay a nivel europeo. Aprenderemos cómo funcionan las auditorías y cómo conseguir las certificaciones calidad turística a nivel estatal y catalán (como por ejemplo la 'Q' de calidad). Veremos el tema de gestión de quejas en los sitios de reviews online de viajes. Combinaremos las explicaciones teóricas con casos prácticos y ejercicios, siempre promoviendo la utilización de nuevas tecnologías.

Esta asignatura permitirá profundizar en la gestión de las empresas turísticas enfocada a conseguir la excelencia tanto de su servicio como de su gestión interna. Esta asignatura se imparte en inglés, y se motivará su uso en toda la asignatura, las prácticas se podrán entregar en inglés.

## Objetivos académicos de la asignatura

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

## Competencias

### 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

## **Contenidos fundamentales de la asignatura**

### **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 and complaint management

- 6.1. Categorisation, Speciality, Excellence
- 6.2 Complaint and comment management online

## Ejes metodológicos de la asignatura

Evaluación continua.

Combinación de clases magistrales, estudios de caso, resolución de problemas en clase, pruebas de evaluación y prácticas.

## Plan de desarrollo de la asignatura

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

14-16	6. Catalan System of tourist quality	Master class, class practices and oral presentations	8	Preparation of the third practice and oral presentations	10h
17		Second evaluation	2h	Study for the second evaluation	10h

## Sistema de evaluación

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 8: 5th 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 18: 21st 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

## Bibliografía y recursos de información

Mok, C., Sparks, B., & Kadampully, J. (Eds) (2001). *Service quality management in hospitality, tourism, and leisure*. Binghamton, NY: The Haworth Hospitality Press. ISBN: 9780789007261

González Menorca, L., González Menorca, C., Pelegrín Borondo, J., & Juaneda Ayensa, E. (2014). *La calidad en las organizaciones turísticas*. Madrid: Ediciones Paraninfo. ISBN: 9788428329712

Carrasco Fernández, S. (2013). *Procesos de gestión de calidad en hostelería y turismo*. Madrid: Ediciones Paraninfo. ISBN: 9788428334488

Reid, R. D. & Sanders, N. R. (2011). Total quality management. In *Operations Management* (4th ed., pp. 149-182). USA: Wiley & Sons. Available at <http://www.wiley.com/college/sc/reid/chap5.pdf>

European Commission (2001). *Improving the quality of tourist products*. Available at [http://ec.europa.eu/enterprise/sectors/tourism/files/working\\_groups/finalreportc\\_june2001\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/working_groups/finalreportc_june2001_en.pdf)

European Commission (2005). *A manual for evaluating the quality performance of tourist destinations and services*. Available at <http://bookshop.europa.eu/en/a-manual-for-evaluating-the-quality-performance-of-tourist-destinations-and-services-pbNB6104856/>

ISO (2012). *Quality management principles*. Available at [http://www.iso.org/iso/qmp\\_2012.pdf](http://www.iso.org/iso/qmp_2012.pdf)

European Commission (2014). *European tourism quality principles*. Available at [http://ec.europa.eu/enterprise/sectors/tourism/quality-label/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/quality-label/index_en.htm)

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CEX (2005). *¿Son rentables los modelos de Calidad Total?*. Available at <http://www.centrosdeexcelencia.com/dotnetnuke/Default.aspx?tabid=63>

IAT (2008). *Guía para la medición directa de la satisfacción de los clientes*. Available at [http://conocimiento.iat.es/portalconocimiento/areas/procesos\\_medios/clientes/conocimientos/15\\_1227011124390](http://conocimiento.iat.es/portalconocimiento/areas/procesos_medios/clientes/conocimientos/15_1227011124390)

Sokovic, M. et al. (2009). Basic quality tools in continuous improvement process. *Journal of Mechanical Engineering*, 55(5), 1-9