DEGREE IN: TOURISM

1. GENERAL DETAILS OF THE SUBJECT

Name: Integrated Quality Management in Tourism
Level: 4TH Semester: 1ST

Type (Basic/Compulsory/Elective subject): elective
Weekly class hours: 4 Credits (ECTS): 6
Year of Study Programme: 2024

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2. DESCRIPTION

The main aim of the subject is to equip students with essential basic knowledge of Quality Management and Improvement, one of the most prominent business management approaches, already present in many modern organizations, particularly those providing tourism.

3. SITUATION

Previous knowledge and skills:

None

Recommendations:

None

Adaptation for students with special needs:

Additional tutorship hours will be provided for those who need them.

4. OBJECTIVES AND COMPETENCIES

Equip students with essential basic knowledge of Quality Management and Improvement, one of the most prominent business management approaches, already present in many modern organizations, particularly those providing tourism services.

Raise awareness among students of the importance of adopting the philosophy, principles, values, and key concepts of Total Quality Management (Excellence Management), and train them in the use of terminology, models, and techniques most applicable to tourism organizations.

Provide students with the basic knowledge needed to deepen their understanding and application of quality management systems in various tourism organizations.

Train students in the use of Quality Standards (for products/services and management) and Excellence Models.

Enhance students' ability to face professional and personal competitiveness challenges by engaging in:

- Teamwork
- Organizing and participating in debates
- Basic research and documentation activities
- Reading and studying specialized articles
- Summarizing content from the course program
- Solving practical cases
- Preparing multimedia presentations

- Public presentations of content

COMPETENCIES

SPECIFIC COMPETENCIES:

- Understand the principles underpinning the provision of tourism services under broad quality premises.
- Understand the importance of providing progressively higher-quality services, in light of the evolving nature of tourist demands and expectations, constant sector dynamics, new organizational models, and the emerging leisure society.
- Recognize the main national and international organizations related to quality, particularly in tourism.
- Cultivate a personal and professional attitude driven by continuous improvement and customer service.
- Assess the potential of tourism based on comprehensive quality criteria (service quality, sustainability, accessibility, safety, etc.) and analyze its possible exploitation to achieve sustainable competitive advantages.
- Manage financial resources, revenues, and costs based on efficiency and quality premises.
- Define quality objectives, strategies, and policies.
- Lead and manage tourism entities following differentiation and cost leadership strategies backed by quality principles.
- Gain practical knowledge of different quality management models applicable to the tourism sector.
- Understand the national, European, and international voluntary regulatory frameworks applicable to tourism organizations aiming to implement quality strategies.
- Raise awareness of the need to manage tourism establishments to offer services that align with customer expectations.
- Plan and manage the human and material resources of tourism organizations with quality criteria.

GENERIC COMPETENCIES:

- Possess and understand general and advanced knowledge in the area of Tourism as reflected in advanced textbooks.
- Organize and plan effectively.
- Be capable of teamwork.
- Maintain ethical commitment in work.
- Understand corporate social responsibility in business activities.
- Understand and respect Fundamental Rights, equal opportunities between men and women, Universal Accessibility for people with disabilities, and the values of a Culture of Peace and Democratic Values.
- Be motivated by quality.

- Recognize the potential of tourism's relationship with heritage while minimizing the risks involved.
- Apply quality improvement programs in tourism companies and implement safety, prevention, and certification standards.
- Understand labour risk prevention systems and the relevant regulations.

5. COURSE CONTENTS OR THEMATICS SECTIONS

Topic 1: Fundamentals of Integrated Quality Management and its Application in the Tourism Sector

Topic 2: Quality Strategy in Tourism Services

Topic 3: Quality Assurance and Integrated Quality Management through Standards. Institutional Infrastructure for Quality. Quality Standards in the Tourism Sector.

Topic 4: Excellence Management and Tourism Services: The European Excellence Model in Management

6. LIST OF TOPICS

Topic 1: Fundamentals of Integrated Quality Management and its Application in the Tourism Sector

1. Introduction
2. The Quality Management Approach in Management Theory
3. The concept of "Quality": meaning and implications
4. The various aspects of the concept of "Quality"
5. The evolution of Quality in organizations
6. Key authors in Quality Management
7. Quality as an organizational strategy
8. Costs and Benefits of Quality

Topic 2: Quality Strategy in Tourism Services

1. Introduction
2. The concept of service: Quality of production versus Quality of service
3. Generic models for operational quality management in services
4. Quality Evaluation and Customer Satisfaction in Online Services
5. Service Commitments. Service Charters
6. Understanding Expectations
7. Capability Analysis: Process Management
8. Appendix: Complaints, Suggestions, and Claims Management

Topic 3: Quality Assurance and Integrated Quality Management through Standards. Institutional Infrastructure for Quality. Quality Standards in the Tourism Sector.

1. Introduction
2. European Infrastructure for Quality and Safety
3. Management Systems
4. UNE-EN ISO 9000 Standards
5. Documented Information in a Standardized Quality Management System
6. Standardization and Certification in the Tourism Sector
7. Appendix: Sustainability and Accessibility in Tourism

Topic 4: Excellence Management and Tourism Services: The European Excellence Model in Management

1. Introduction
2. Quality Management versus Excellence Management

3. Relevant Organizations
4. EFQM Excellence Model 2020
5. REDER Scheme
6. Excellence Recognitions

7. METHODOLOGY AND TEACHING TECHNIQUES

There will be used three main methodologies to the theoretical part: master classes, case studies and practical analysis. They will be supported by the use of the debates, lectures and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal. Students must be aware that these digital presentations, by themselves, do not replace the following of the lectures with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way.
TEACHING TECHNIQUES: Master Class and discussion, tutorial session, practical lessons and reading test

8. ASSESSMENT CRITERIA

The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

Attendance & Participation	Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Assignments and Individual work. (40%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day´s readings to the entire class.
Final project. (60%)	Team project.

For those students who are not able to assist regularly to classes the evaluation criteria will includes:

Assignments (25%)	Team/Individual project.
Final Project (25%)	Individual project.
Final Exam (50%)	Contents of texts and assignments.

9. REFERENCES

https://advisera.com/9001academy/what-is-iso-9001/
https://www.e-unwto.org/doi/book/10.18111/9789284417988
https://www.nist.gov/baldrige
https://www.greenglobe.com/
https://www.questionpro.com/blog/servqual/