

Academic Year: (2020 / 2021)

Review date: 09-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

COMPETENCES AND SKILLS:

- * To demonstrate knowledge in tourism.
- * To know how to apply the acquired knowledge and their ability to solve problems in new or little known environments within broader (or multidisciplinary) contexts related to their area of study.
- * To apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
- * To integrate knowledge and face the complexity of making judgments from information that, incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- * To communicate their conclusions and the latest knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

LEARNING RESULTS:

To provide the required knowledge to establish a rigorous and professional process of creation and management of brands and to apply these concepts in the creation of brands/resources in the tourism field.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to quality: Basic concepts, dimensions, evolution and philosophy of total quality management.
2. Quality management tools.
3. Quality management systems.
4. Quality measurement systems.

LEARNING ACTIVITIES AND METHODOLOGY

A) Theoretical classes:

Master classes with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

B) Practical classes:

Resolution of practical cases, problems, etc. Raised by the teacher.

Exposition and discussion in class, under the moderation of the teacher of subjects related to the content of the subject, as well as practical cases extracted from the business reality that will be distributed in advance to the students for their preparation in team and their resolution in writing.

C) Final work:

Exhibition and elaboration of a work that analyzes the key aspects of the quality of a destination or a tourist brand.

ASSESSMENT SYSTEM

Class participation (10%)

Group homework (50%)

Final written exam (40%)

A minimum score of 4 points will be required on the final exam.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- OMT Manual práctico de gestión integral de la calidad de los destinos turísticos, Organización Mundial del Turismo, 2015