

Academic Year: (2020 / 2021)

Review date: 09-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

OBJECTIVES

The competences are the following:

CG1: Possess and understand the fundamental knowledge of matters related to tourism in the different scientific disciplines, their epistemological evolution and the relationship of each one with the other scientific disciplines that deal with it, based on the knowledge acquired in secondary education and up to a level that guarantees knowledge of the avant-garde in the study of tourism activities.

CE9: Know and know how to apply the models and techniques associated with the Economy and the Direction and Administration of Tourism Companies and the different integrated disciplines.

CE13: Learn to collect, process, analyze and interpret information and deal with knowledge of the peculiarities of the tourism market (national or international) to which it directs the activity, appropriately managing resources and using information and communication technologies (ICT) to implement practices with quality and in a sustainable manner.

CE15: Be able to design products, services and tourism activities, and make use of information and communication technologies for the design and analysis of tourism products and processes, and implement with quality, implementing policies for continuous improvement and human resources that ensure user satisfaction and good customer service with respect for the environment, making use of the most appropriate technologies.

The learning outcomes are the following:

LO1: Haber has acquired advanced knowledge and an understanding of the theoretical and practical aspects of the disciplines of the disciplines of the study with the knowledge that reaches the forefront of knowledge

LO2: Apply the knowledge acquired, the understanding of these and the ability to solve complex problems and / or in the professional field

RA4: Be able to cope with complex situations or require the development of new solutions in the academic, work or professional field within their field of study;

DESCRIPTION OF CONTENTS: PROGRAMME

1. Basic concepts of Quality
2. Models of quality management
3. Quality management tools
4. The 3Ps in tourist services
5. Customer attention in tourist services
6. Communication tools

LEARNING ACTIVITIES AND METHODOLOGY

The teaching method is based on lectures, team group activities and individual work. During the lectures the student will learn the necessary basic concepts. The team working will allow the student to apply the knowledge obtained during the classes to a particular issue.

ASSESSMENT SYSTEM

The evaluation system will be the following:

- The final exam which verifies the knowledge and skills that students have acquired will represent 40% of the final grade.
- The homeworks, all supervised activities and the quizzes will represent 60% of the final grade.

It is required to obtain 4 or more points in the final exam to add the grade of the continuous

assessment.

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

BASIC BIBLIOGRAPHY

- Kotler, P., Bowen, J.T., & Makens, J.C. Marketing para turismo, Pearson, 2018
- Kotler, P., Bowen, J.T., & Makens, J.C. Marketing para turismo, Pearson, 2018
- Tarí Guilló, JJ; Molina Azorín, JF; Pereira Moliner, J Gestión de la calidad en el turismo, Sintesis, 2017