

Academic Year: (2022 / 2023)

Review date: 09-05-2022

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

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