

Academic Year: ( 2024 / 2025 )

Review date: 21-04-2024

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

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

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 homework, all supervised activities and the quiz will represent 60% of the final grade.

To pass the course, student must obtain at least 4 over 10 points in the ordinary exam to add to the continuous assessment grade.

#### BASIC BIBLIOGRAPHY

- 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