

**COURSE DATA****DATA SUBJECT****Code:** 42981**Name:** Quality management in the tourism sector**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Tourism business strategy	ELECTIVES

**COORDINATION**

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**SUMMARY**

Currently, quality is a key factor for competitiveness in the tourism sector, which faces numerous new challenges that Spanish companies will have to face in the future. The reasons why companies are increasingly choosing to adopt quality strategies are mainly determined by major changes in the composition of tourism demand and supply, including increased customer demands and intense global competition in the sector.

This course addresses the study of aspects related to quality management within the framework of business management and organization, delving into key principles and aspects for companies in the tourism sector. The objective is to understand what is meant by quality, the different ways of managing it, and the various reference models that companies can currently use to successfully implement quality management systems. The general objectives of the course include:

- ¿ Understanding the basic foundations of quality and its management as applied to tourism businesses.
- ¿ Gaining in-depth knowledge of the different quality management application models most common in Spanish companies: the ISO 9000 model and the EFQM Excellence model.



¿ Studying quality assurance models in tourism, especially the Spanish Tourism Quality System and the Q Mark for Quality.

¿ Gaining a comprehensive overview of the current situation of Spanish tourism businesses in relation to quality management as a key factor for competitiveness.

¿ In-depth analysis of topics of significant relevance to tourism businesses related to quality, such as: analysis of total quality costs, tools that can be used to improve quality, and measurement of service quality and customer satisfaction.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

## COMPETENCES / LEARNING OUTCOMES

### 2135 - Master's Degree in Tourism Management and Planning

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Capacidad de dirección de departamentos de empresas turísticas.

Conocer las costumbres y prácticas del sector en su vertiente nacional e internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Detectar nuevos mercados emergentes y abrir la empresa a los mismos. Realización de informes para asesoramiento en relaciones con mercados emergentes.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

Entender y adaptarse a las particularidades culturales de cada mercado turístico.

Realizar informes detallados sobre el sector y la actividad turística

## DESCRIPTION OF CONTENTS

### 1. Concept and Dimensions of Quality



- 1.1. Quality in Tourism: Key to Competitiveness
- 1.2. Service Quality in the Tourism Sector
- 1.3. Concept of Quality: Dimensions of Service Quality
- 1.4. Evolution of Quality Concepts
- 2. Quality Management: Concept and Approaches
  - 2.1. Concept of Quality Management
  - 2.2. Control by Inspection and Quality Control
  - 2.3. Quality Assurance: Definition and Principles
  - 2.4. Total Quality Management: Definition and Principles
- 3. Quality Management Models
  - 3.1. Reasons for Implementing a Quality Management System
  - 3.2. Implementing a Quality Management System in a Tourism Company
  - 3.3. Regulatory Models
  - 3.4. Models for Implementing Total Quality Management
- 4. Tourism Quality in Spain
  - 4.1. Introduction: Comprehensive Quality Plan for Spanish Tourism
  - 4.2. Spanish Tourism Quality Institute
  - 4.3. Spanish Tourism Quality System
  - 4.4. The Q Quality Standards
  - 4.5. Tourism Quality Initiatives in the Autonomous Communities



4.6. National Quality Awards

5. Quality Costs in Tourism Businesses

5.1. Costs of Non-Quality

5.2. Costs of Quality

5.3. Design of a Total Cost of Quality Program

6. Measuring Tourism Service Quality

6.1. Tourism Service Quality and Customer Perception

6.2. SERVQUAL Model Applied to Tourism Businesses

6.3. Other Customer Satisfaction Assessment Techniques

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	25,00
Seminar	15,00
<b>Total hours</b>	<b>40,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	30,00
Preparation for assessment activities	55,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>85,00</b>

**TEACHING METHODOLOGY**

The course will be developed in eight 5-hour sessions, each combining theory and practice. Part of the sessions will be taught by the professor, and part will be taught by professional staff from outside the University, who will act as experts in the subject matter.



Regarding the theoretical portion, the professor will explain the basic concepts and content of the syllabus in class, encouraging and facilitating student participation throughout the sessions. Discussion of relevant aspects of the subject matter will be encouraged at all times to maximize learning.

Regarding the practical portion of the course, students may optionally complete a project on a real tourism company that addresses all the topics covered in the theoretical sessions. Additionally, some topics will include case studies and exercises that will be worked on in groups or individually and subsequently discussed in class. The objective of this methodology is to ensure that students:

- ¿ Develop their critical and reflective skills through reading and presenting topics related to the subject.
- ¿ Develop, through the study of real-life business situations, the analytical and creative skills required for problem identification and resolution

## EVALUATION

The course learning assessment system consists of two parts. The first part will evaluate the student's level of knowledge acquisition regarding the entire course, especially their understanding and comprehension of the material as a whole. This will consist of a written test or exam. This test will primarily assess the transfer and application of theoretical knowledge to business practice. The grade obtained on this test will account for 70% of the final grade.

The completion of assignments will also be assessed, evaluating the reflection, analysis, and discussion of the topics covered in each session. The presentation and public speaking of work prepared with information gathered from various sources will also be assessed, as well as the students' attitudes and skills in teamwork, problem-solving, and activity coordination, which will account for 30%.

All of this, which includes the grading of individual and group effort, as well as participation in sessions, will have a total weighting of 10% of the final grade.

## REFERENCES

- Camisón, C., Cruz, S. y González, T. (2006): *Gestión de la Calidad: Conceptos, Enfoques, Modelos y Sistemas*. Prentice-Hall, Madrid.



- Juliá, M., Porsche, F., Jiménez, V. y Verge, X. (2002): Gestión de Calidad Aplicada a Hostelería y Restauración. Prentice-Hall, Madrid.
- Parra E. y Calero I. (coords.) (2006): Dirección y Gestión de Empresas Turísticas. Ed. McGraw-Hill, Madrid.
- Zeithaml, V.A., Parasuraman, A. y Berry, L.L. (1993): Calidad Total en la Gestión de Servicios. Ed. Díaz de Santos, Madrid.
- Alonso, M., Barcos, L. y Martín, J.I. (2006): Gestión de la Calidad de los procesos turísticos. Ed. Síntesis, Madrid.
- Tarí, J.J., Molina, J.F. y Pereira, J. (2017): Gestión de la calidad en el turismo. Ed. Síntesis.
- Moreno, M. D., Peris, F. J. y González, T. F. (2000): Gestión de la Calidad y Diseño de Organizaciones: Teoría y estudio de casos, Prentice-Hall, Madrid.