

## Syllabus

### Subject

|                                |                                                                                                                                                                    |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Subject / Group</b>         | 20525 - Quality Management and Customer Service / 34                                                                                                               |
| <b>Degree</b>                  | Double Degree in Economics and Tourism (2015) - Fourth year<br>Double Degree in Business Administration and Tourism - Third year<br>Degree in Tourism - Third year |
| <b>Credits</b>                 | 6                                                                                                                                                                  |
| <b>Period</b>                  | 2nd semester                                                                                                                                                       |
| <b>Language of instruction</b> | English                                                                                                                                                            |

### Professors

| Lecturers                                                                                  | Office hours for students |                |         |            |            |                                  |
|--------------------------------------------------------------------------------------------|---------------------------|----------------|---------|------------|------------|----------------------------------|
|                                                                                            | Starting time             | Finishing time | Day     | Start date | End date   | Office / Building                |
| Matilde Morales Raya<br><a href="mailto:matilde.morales@uib.es">matilde.morales@uib.es</a> | 15:30                     | 16:30          | Tuesday | 09/09/2019 | 22/07/2020 | DB125 - Cita<br>previa por email |

### Context

The tourism industry plays a key strategic role in the economic development of the Balearic Islands and is also a well-established economic activity around the world. This industry is increasingly complex, competition is high, and customers are more informed and demanding than ever. These factors make the product and service quality and customer service basic requirements for tourism organizations to remain competitive in the industry.

Quality does not necessarily refer to luxury. Quality is not only a feature of tourist products directed to a client with high purchasing power. Any product must meet the quality requirements demanded by the target market. A product will be of quality if it satisfies its target market.

Quality management is not a management tool but a firm's philosophy and culture that constantly focuses on the customer. Quality implementation requires the firm's effort, training and commitment.

The purpose of this course is to provide students with an introduction of the quality management philosophy and its tools. The course focuses on both the external aspect of quality (i.e., service provision and customer service) and the internal aspect of quality (i.e., the design of a quality management system that enables the organization to achieve its objectives regarding customers' satisfaction and efficiency). The study of quality management will provide students with a holistic view of the organization and its management.

### Requirements

This course has not specific requirements.

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### Recommended

It is desirable that students had taken the courses “20607- Introduction to Business”, “20505 – Organizational Design and Human Capital”, and “20515 – Operations and Process in Tourism Companies”.

### Skills

#### Specific

- \* CE-2. To acquire a holistic view of the tourism phenomenon and understand the relationships between its components
- \* CE-7. To learn to gather, analyze and interpret information and be able to respond questions regarding tourism by applying specific skills to different aspects of tourism
- \* CE-12. Ability to properly manage a tourist establishment at any stage of the process (e.g., travel agency, wholesaler, accommodation, complementary offer, etc.)
- \* CE-13. To demonstrate a good command of a wide range of analytical and observation strategies developed through the usual methods of research provided by the different scientific areas of knowledge throughout their academic career and its application to the corresponding work tasks

#### Generic

- \* CG-2. To know how to apply the technical and methodological knowledge to work in a professional way by integrating the different fields of study related to tourism. To possess the skills that must be demonstrated through the elaboration of arguments and problem solving within the area of knowledge
- \* CG-5: To develop the necessary learning to undertake professional work and postgraduate studies in Tourism with a high degree of autonomy

#### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

### Content

The content of the course covers the following topics:

#### Range of topics

##### Topic 1. Introduction to quality

In this topic, we will learn about the fundamentals of quality such as the concept of quality, the strategic relevance of quality and the challenges to manage quality in tourism organizations.

##### Topic 2. Quality of service and customer service

In this topic, we will discuss aspects such as the perceived quality and satisfaction, the dimensions of quality of service, customer support, customer loyalty and management of complaints and claims.

##### Topic 3. Quality management systems

In this topic, we will discuss the management systems that are related to quality.

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### Topic 4. ISO 9001 Quality management system

In this topic, we will focus on learning about the ISO 9001 Quality management system standard

### Topic 5. Tourism quality management systems in Spain

In this topic, we will learn about some quality management systems that are specific for the tourism industry in Spain

### Topic 6. The EFQM Model for business excellence

In this topic, we will learn about the structure, application, and criteria of the EFQM Excellence Model

## Teaching methodology

The course will be developed through theory classes (large groups) and practical classes (medium groups, if appropriate). The objective of the theory classes is the formal presentation of conceptual contents. Practical sessions are designed to apply those concepts and models.

### In-class work activities (1.8 credits, 45 hours)

| Modality               | Name                               | Typ. Grp.        | Description                                                                                                                                                                                                                                                                                                                                                                                                                               | Hours |
|------------------------|------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Theory classes         | Theory lectures                    | Large group (G)  | The lecturer will explain the theoretical concepts of the subject.                                                                                                                                                                                                                                                                                                                                                                        | 27    |
| Seminars and workshops | Oral discussions and presentations | Medium group (M) | Students will work on case studies, articles and on exercises to identify and apply course concepts. Then, they will discuss and/or give a presentation on the results obtained. The purpose of the oral discussions and presentations is to assess their individual/ group self-study and to develop skills related to communication in public, good command of TICs, teamwork, and the ability to debate based on convincing arguments. | 15    |
| Seminars and workshops | Project and oral presentation      | Medium group (M) | Students will work in groups on a project about the quality management practices of a tourism organization that already exists. The case study will include a detailed description of the company, its policy and its quality management practices. The written report will have 30 pages maximum. All members of the group must participate in the oral presentation.                                                                    | 1     |
| Assessment             | Exams                              | Large group (G)  | To evaluate the acquisition of competences and knowledge about the course, there will be two partial exams. The first partial exam will be the 7th of April 2020 (before Easter break) and the second partial exam will be the last day of class, the 3rd of June 2020.                                                                                                                                                                   | 2     |

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

### Distance education tasks (4.2 credits, 105 hours)

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| Modality              | Name                  | Description                                                                                                                                                                                                                            | Hours |
|-----------------------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Individual self-study | Individual self-study | Students' individual self-study is essential to assimilate correctly the content of the course. Students must review the content of lectures, read and analyze the recommended readings, check the references for each topic, etc.     | 55    |
| Group self-study      | Group self-study      | In order to achieve competences such as the ability to work as a team or the ability to argue and propose solutions to problems, some seminars and workshops will require prior students' preparation, both individually and in group. | 50    |

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

If a student fails to take the exam or to submit or attend to an assessment activity, the corresponding grade for that activity will be zero, except for the case of justified situations specified by the UIB. In these specific situations, when the student properly justifies its absence, the professor may opt for rescheduling the assessment activity to an alternative date, or not to consider that activity in the final grade so that the relative weight of the other assessment activities will be increased.

### Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

### Theory lectures

|                     |                                                                                                                                                          |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Modality            | Theory classes                                                                                                                                           |
| Technique           | Observation techniques ( <b>non-retrievable</b> )                                                                                                        |
| Description         | The lecturer will explain the theoretical concepts of the subject.                                                                                       |
| Assessment criteria | Students are expected to participate actively. Students will be evaluated on the quality and level of their contribution (high, medium or low) in class. |

Final grade percentage: 10%

### Oral discussions and presentations

|             |                                                                                                                                                                                                                          |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Modality    | Seminars and workshops                                                                                                                                                                                                   |
| Technique   | Oral tests ( <b>non-retrievable</b> )                                                                                                                                                                                    |
| Description | Students will work on case studies, articles and on exercises to identify and apply course concepts. Then, they will discuss and/or give a presentation on the results obtained. The purpose of the oral discussions and |

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|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Assessment criteria | presentations is to assess their individual/ group self-study and to develop skills related to communication in public, good command of TICs, teamwork, and the ability to debate based on convincing arguments.<br>Individual and group self-study is evaluated to assimilate and apply problem solving techniques related to the contents of the course. The lecturer will evaluate the students' work. In addition, the members of the group will evaluate themselves and to their classmates. |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Final grade percentage: 30%

### Project and oral presentation

|                     |                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Modality            | Seminars and workshops                                                                                                                                                                                                                                                                                                                                                 |
| Technique           | Papers and projects ( <b>retrievable</b> )                                                                                                                                                                                                                                                                                                                             |
| Description         | Students will work in groups on a project about the quality management practices of a tourism organization that already exists. The case study will include a detailed description of the company, its policy and its quality management practices. The written report will have 30 pages maximum. All members of the group must participate in the oral presentation. |
| Assessment criteria | Quality of the content and oral presentation of the project as well as the ability to answer lecturer's and colleagues' questions. Only the written report will be retrievable.                                                                                                                                                                                        |

Final grade percentage: 30%

### Exams

|                     |                                                                                                                                                                                                                                                                         |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Modality            | Assessment                                                                                                                                                                                                                                                              |
| Technique           | Objective tests ( <b>non-retrievable</b> )                                                                                                                                                                                                                              |
| Description         | To evaluate the acquisition of competences and knowledge about the course, there will be two partial exams. The first partial exam will be the 7th of April 2020 (before Easter break) and the second partial exam will be the last day of class, the 3rd of June 2020. |
| Assessment criteria | Demonstration of proficiency on the contents of the course. Each partial exam will count 15% for the final grade. Each partial exam will consists of a multiple choice test. Only one question will be correct and incorrect answers will be penalized.                 |

Final grade percentage: 30%

### Resources, bibliography and additional documentation

The lecturer will inform about any additional reference (basic or complementary) that could be relevant for the development of the course.

#### Basic bibliography

- Cai, L. A., & Alaedini, P. (2018). Quality Services and Experiences in Hospitality and Tourism: 9 (Bridging Tourism Theory and Practice)
- Dale, B. y Plunkett, J.J. (eds.) (1990). Managing Quality. Phillip Allan, Herts.
- Guetsch, D.L. y Davis, S. (1994). Introduction to Total Quality Management: Quality, Productivity and Competitiveness. Macmillan Publishing, Ontario.
- Natarajan, D. (2017). ISO 9001 Quality Management Systems. Springer.
- Zeithami, V. A., Parasuraman, A., & Barry, L. L. (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations.





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### Complementary bibliography

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- Asociación Española de Normalización: [www.aenor.es](http://www.aenor.es)
- American Productivity & Quality Center (APQC): [www.apqc.org](http://www.apqc.org)
- Baldrige National Quality Program: [www.quality.nist.gov](http://www.quality.nist.gov)
- European Foundation for Quality Management: [www.efqm.org](http://www.efqm.org)
- International Organization for Standardization: [www.iso.ch](http://www.iso.ch)

