



Table 2

**Course description**

COURSE DESCRIPTION		
<b>Course instructor</b>	Ana-Marija Vrtodušić Hrgović, Ph.D., Associate Professor	
<b>Name of the course</b>	Quality Management in Tourism	
<b>Study programme</b>	Business Economics in Tourism and Hospitality	
<b>Status of the course</b>	compulsory	
<b>Year of study</b>	2nd	
<b>ECTS credits and manner of instruction</b>	<b>ECTS credits</b>	<b>3 ECTS</b>
	<b>Number of class hours (L+E+S)</b>	<b>(15+0+15)</b>
<b>1. Course objectives</b>		
Understanding quality and acquiring theory and practice of quality management in tourism enterprises and implementing quality management in tourism destination.		
<b>2. Course enrolment requirements</b>		
There are no special requirements.		
<b>3. Expected learning outcomes</b>		
On successful completion of the course students will be able to:		
<ol style="list-style-type: none"> <li>1. interpret quality management theory</li> <li>2. interpret and implement quality management system in tourism enterprises and tourism destinations</li> <li>3. analyse the importance of quality in achieving competitiveness</li> <li>4. describe and explain the advantages of quality system implementation</li> <li>5. describe and explain standards in tourism and its impact on the quality of tourist services</li> <li>6. describe and compare specifics in implementation of quality management in different tourist destinations</li> <li>7. measure and evaluate quality of destination and tourist product.</li> </ol>		
<b>4. Course content</b>		
Defining Quality. Elements and Levels of Quality. Quality and Tourist Satisfaction. Quality and Competitiveness. Historical Development of TQM. The Concept and Meaning of TQM. Assuring Quality Improvements. Quality Management in Tourism. Standards in Tourism. Implementing TQM in tourism enterprises. Quality Management in Tourism Destination (IQM). Specifics of IQM in different Tourism Destinations. Measuring and evaluating Quality of Destination and Tourism Product.		
<b>5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<b>6. Comments</b>		
<b>7. Student responsibilities</b>		
Class attendance, project, final exam		



8. Monitoring of student work <sup>1</sup>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> <li>1. Lazibat, T. Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, 2009. (odabrana poglavlja)</li> <li>2. Avelini Holjevac, I., Upravljanje kvalitetom u turizmu i hotelskoj industriji, Fakultet za turistički i hotelski menadžment, Opatija, 2002. (odabrana poglavlja)</li> </ol>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> <li>1. Oakland, J.S. , Total Quality Management and Operational Excellence- text with cases, Routledge, Taylor and Francis Group, Fourth Edition, London, New York , 2014.</li> <li>2. World Tourism Organization, Practical Guidelines for Integrated Quality Management in Tourism Destinations, UNWTO, Madrid, 2017.</li> <li>3. Juran, J.M., Gryna, F.M., Planiranje i analiza kvalitete, Treće izdanje, Mate, Zagreb, 1999</li> </ol>							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.