



FACULTY OF COMMERCE & TOURISM
COMPLUTENSE UNIVERSITY
OF MADRID

BACHELOR'S DEGREE IN TOURISM			
Department: Business Organization and Marketing			
Subject: Quality Management		Code: 800036	Character: Optional
Level: Undergraduate	Year: 4th	Semester: 8	Credits ECTS: 6
Coordinator: See list of Coordinators			
Objectives: <ul style="list-style-type: none">- To understand the evolution of quality management in all kind of organizations- To acquire a broad vision of the different tools and methodologies used for quality management in tourism firms: Total Quality Management, ISO Norms, EFQM model, etc.- To become acquainted with the most commonly used management models and systems in environmental quality, tourism services quality, and food quality and safety.			
Capabilities: General capabilities CG3, CG4 Specific capabilities CE6, CE11, CE12, CE14			
Pre-requirements: None			



Contents (Syllabus):

Unit 1. Quality Management

Unit 2. The model of Total Quality Management

Unit 3. Normalization and Certification

Unit 4. Tourism Quality in Spain

Unit 5. Quality Management Tools

Unit 6. Quality Management Systems Documentation

Unit 7. Environmental Quality Management

Unit 8. Quality Excellence Awards

Unit 9. Quality Management in Tourism Services

Unit 10. Food Quality and Safety Systems

**Basic Bibliography:**

- TARÍ GUILLÓ, J. J.; MOLINA AZORÍN, J. F.; PEREIRA MOLINER, J. (2017): Gestión de la Calidad en el Turismo. Editorial SINTESIS. Madrid
- MIRANDA GONZÁLEZ, F.J.; CHAMORRO MERA, A.; RUBIO LACOBA, S. (2017): Calidad y Excelencia. Delta Publicaciones. Madrid

Teaching activities (credits - ECTS)

Classes: 2.5

Guided activities: 0.5

Individual works: 1.5

Group activities (team work): 1

Other activities: 0.5

Assessment criteria:

- Written exam: 50%.
- Presentations: 15%.
- Projects and reports: 20%.
- Attendance to the lectures, classroom attitude and proactive participation: 15%.



Continuous evaluation includes presentations, projects and reports, and classroom attendance and participation. These will add up to 50% of the final grade, and will be maintained, if necessary, until the extraordinary call.

The final written exam represents 50% of the final grade, but a minimum mark of 3 out of 10 is required in this exam in order to average with the grades of the continuous evaluation. If this minimum mark of 3 out of 10 is not reached, the final grade of the subject will be that of the final exam (without averaging with the continuous evaluation).

Language: English

Further information: