

## 1. BASIC INFORMATION

Course	Quality Management and Customer Service
Degree program	Tourism & Leisure Management
School	Social Sciences and Communication
Year	Third
ECTS	6 ECTS
Credit type	Basic
Language(s)	English
Delivery mode	On-site class
Semester	First semester
Academic year	2024 - 2025
Coordinating professor	Nuria Alabau Tejada
Professor	Corneliu Alberto Budica

## 2. PRESENTATION

Quality Management and Customer Service is a subject course of the Tourism and Leisure Management Degree Program. This course is developed from a vertical integration throughout the four years of training that occupies this degree. Quality Management and Customer Service is composed by a total of 6 ECTS credits, in which students will acquire theoretical and practical fundamental skills to be able to implement it in the future.

As both quality and customer service are an essential part of Tourism, within this subject underlies the understanding of the main standards which control this engine of the world economy. To achieve this, the students will be led to the development of several activities individually. However, teamwork is key to comprehend its scope. All of this will be done through a critical analysis of all the information handled through the various relevant tools.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### Core competencies:

- CB2: Students should be able to apply those learning skills to their vocational or professional work having competencies demonstrated throughout arguments and problem solving within their study area.
- CB4: Students should be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.
- CB5: Students should have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

#### **Cross-curricular competencies:**

- CT05: Analysis and solution of problems: Ability to evaluate the information, break down complicated situations into the component parts, recognize patterns and consider other alternatives, focuses and perspectives to find out ideal solutions and efficient deal.
- CT06: Ability to adapt to change: Being able to accept, value and integrate different positions adapting one's approach as the situation requires, as well as working effectively in unclear situations if required.

#### **Specific competencies:**

- CE7: Students should be able to use information and communication technology (ICT) in diverse touristic and leisure scenarios.
- CE9: Ability to operate basic customer service tools being aware of the touristic and leisure service peculiarities, different types of client including their needs and requests.
- CE16: Students should be able to use quantitative and qualitative methodologies related to tourism throughout: Case study, Delphi method, interview in-depth and focus group.
- CE29: Students should be capable to use certification quality standards in tourism planning.

#### **Learning outcomes:**

- RA1: Use properly quality management concepts.
- RA2: Determine basic quality management tools and basic standards and application business and destination models.
- RA3: Create reports using basic statistics and ICT applications linked to quality management.
- RA4: Demonstrate specific skills (technique and social) to reach out clients in addition to the use of a proper complaints' treatment.
- RA5: Manage human resources responsible to customer service.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
Core competencies	<ul style="list-style-type: none"> <li>• CB2: Students should be able to apply those learning skills to their vocational or professional work having competencies demonstrated throughout arguments and problem solving within their study area.</li> <li>• CB4: Students should be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.</li> <li>• CB5: Students should have developed those learning skills necessary to undertake further studies with a high degree of autonomy.</li> </ul>
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## 4. CONTENT

These are the contents of the course:

### Topic 1: Concepts

- Concepts
- Quality: Evolution throughout the years
- Quality management principles and strategies

### Topic 2: Introduction to Quality Management and Customer Service

- Tourism Quality Management fundamentals
- TQM Systems, Plan, Control and Quality
- Customers and Tourism: Satisfaction, claims and complaints

### Topic 3: ISO

- ISO 9001
- ISO 9001/2008
- ISO 9001/2015
- Differences between ISO 9001/2008-2015

### Topic 4: Quality Management Systems in Tourism

- Quality System Implementation (QMS)
- FMEA
- Quality structure
- Communication, training and control

### Topic 5: Tourism Quality Tools

- Customer service tools
- Quality improvement teams
- Data sheets
- Qualitative and quantitative basics

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures
- Practical exercises
- Webinars
- Case studies

- Cooperative learning

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

### Campus-based mode:

Learning activity	Number of hours
Lectures	40h
Case Analysis	10h
Practical exercises	10h
Tests	3h
Independent study	40h
Advisory sessions	12h
Oral tests	15h
Teamwork	20h
<b>TOTAL</b>	<b>150h</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

### Campus-based mode:

Assessment system	Weight
Activity 1	6%
Activity 2	6%
Activity 3	6%
Activity 4	6%
Final Project report	20%
Final Project presentation	16%
Final test	40%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the **Tourism and Leisure Management** degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

### 7.2. Extraordinary Examination

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the **Tourism and Leisure Management** degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	Week 4
Activity 2	Week 8
Activity 3	Week 12
Activity 4	Week 14
Final Project report Final Project oral presentation	Weeks 15-16
Final test	Week 18

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The main reference work for this subject is:

- Hudson, S., & Hudson, L. (2017). Customer Service for Hospitality and Tourism (2.a ed.). Goodfellow Publishers.
- Uysal, M., Sirgy, M. J., & Kruger, S. (2018). Managing Quality of Life in Tourism and Hospitality. CABI.

The recommended Bibliography is:

- Abuhav, I. (2017). ISO 9001: 2015 - A Complete Guide to Quality Management Systems (1.a ed.). CRC Press.
- Blanding, W. (2011). Practical Handbook of CUSTOMER SERVICE OPERATIONS. Springer Publishing.
- Cochran, C. (2017). Internal Auditing in Plain English: A Simple Guide to Super Effective ISO Audits. Paton Professional.
- Garson, D. G. (2013). The Delphi Method in Quantitative Research (Statistical Associates «Blue Book» Series Book 44) (English Edition) (2014.a ed.). Statistical Associates Publishers.
- Gremler, B. J. Z. W. A. A. D. (2021). Services Marketing: Integrating Customer Focus Across the Firm (2.a ed.). McGraw-Hill Education / Europe, Middle East & Africa.
- Stewart, D. W., & Shamdasani, P. N. (1898). Focus Groups: Theory and Practice (Applied Social Research Methods) by David W. Stewart (2014–03-20). SAGE Publications, Inc.

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

## **11. ONLINE SURVEYS**

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.