



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	063407 - Quality, Safety and Environment in Hospitality				
Year	3rd	Credits	3 cr ECTS		
Thematic Area	Hospitality	Course Type	Core Subject		
In-class hours	24 hours	Teacher-led learning hours	24 hours	Individual work hours	24 hours

BRIEF COURSE DESCRIPTION

Tourism in general and accommodation of 21st Century in particular must evolve by integrating customer satisfaction, risk minimization and sustainability without renouncing to be extraordinarily competitive.

Students will acquire expertise in these fields through the methodologies developed in this subject, such as the ability to analyse and evaluate internal and external real situations and processes to promote the necessary transformations in a company and its close environment. It will also plunge into researching alternative management models fostered by the appearance of new paradigms in relation to the social environment, environmental respect, sustainability and commitment to all stakeholders.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS17- Understand and implement quality standards in the processes of tourism service.





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LEARNING OBJECTIVES

1. Know the different variables that can influence the creation of the organizational structure of a tourist establishment.
2. Identify the most important Quality Management and Environmental Systems applicable to tourist accommodation companies.
3. Identify the main tendencies, dynamics, paradigms and conflicts observed in the evolution of the hotel activity.

ACADEMIC CONTENTS

1. Introduction to quality: concept and evolution
 1. Quality definitions
 2. The importance of quality: origins and evolution
 3. The dimensions of quality
 4. The effects of quality
2. Total quality management
 1. Quality Policy
 2. Quality management
 3. Total quality and customer satisfaction
 4. Continuous improvement
3. Safety as a component of the quality process
 1. Hygienic sanitary
 2. Technical Service Department
 3. Human Resources
 4. Systems
 5. Legislation
4. Sustainability





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1. Introduction
 2. Standards and certifications
 3. Hydro and electric energy
 4. Reduction of costs and consumption
 5. The 5 R's
 6. Carbon footprint
 7. SDG
 8. Internal, External and Stakeholders
 9. CSR
 10. Sustainability report
5. The quality diagnosis
 1. Analysis and evaluation of internal quality
 2. Analysis and evaluation of external quality
 6. The planning and quality control system
 1. Quality planning
 2. Control systems in quality development
 3. Internal Audits
 4. External Audits
 5. Certifications





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LEARNING METHODOLOGY

COURSE CONTENT

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.





Activities	Type	Continuous	Single	Week deadline
Activity 1 (Analysis of a department and processes)	Individual / group	15 %	10 %	Week 6
Activity 2 (Sustainability report)	Individual / group	15 %	10 %	Week 11
Activity 3 (Benchmarking Analysis)	Individual / group	15 %	10 %	Week 13
Activity 4 (Quality control)	Individual / group	15 %	10 %	Week 15
Individual Final Exam	Individual	40 %	60 %	January 2023
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.



BARLOW, J. & MOLLER, C (2nd edition 2008). A complaint is a gift: using customer feedback as a strategic tool, Berrett - Koehler Publishers.

BENCHENDORFF, P., LYUND-DURLACHER, D., (2013). International cases in sustainable travel & tourism, Goodfellow Publishers.

GOODWIN, H., (2001). Taking Responsibility for Tourism, Goodfellow Publishers.

HUDSON, S. (November 30, 2012). Customer service in Tourism and Hospitality, Goodfellow Publishers.

LEGRAND, W., SLOAN, P., CHEN, J., (3rd edition, November 2016). Sustainability in the hospitality industry: principles of sustainable operations, Routledge.

LENEHAN, T. , HARRINGTON, D. DR. (2017). Managing Quality in Tourism. Oak Tree Press.

RAMÍREZ, C., (2005). Calidad total en las empresas turísticas, Trillas Eduforma (Ed. Mad.).