

GENERAL INFORMATION		
Course coordinator	Ana-Marija Vrtodušić Hrgović, Ph.D., Full Professor	
Course title	Quality Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Course status	compulsory	
Year	3rd	
ECTS credits and form of instruction	ECTS credits	6 ECTS
	Number of hours (L+P+S)	60 (30+0+30)
COURSE DESCRIPTION		
1.1. Course objectives		
Introduce students to the theory and principles of the quality management system and enable to plan the activities in the implementation of the quality management system.		
1.2. Course enrolment requirements		
There are no special requirements.		
1.3. Expected course learning outcomes		
After successful completion of the course students will be able to: 1. interpret quality management theory (TQM) 2. suggest and explain the activities necessary for the implementation of the quality management system in accordance with the requirements of ISO 9001: 2015 in organization 3. demonstrate the implementation of quality management systems for tourist destinations (IQM) 4. describe and explain the motives for the implementation of the quality system in organizations and tourist destinations 5. analyse the results of the quality management system implementation		
1.4. Course content		
Quality theory – concept and development. Quality gurus. The concept and significance of TQM. TQM principles. Standardization of quality management systems. Quality management system - ISO 9001: 2015. Risk management. Quality System Audit. Internal audit. TQM implementation results. Quality management tools. Quality management in the service sector. Standards and quality labels in tourism and hospitality industry. Integrated Quality Management (IQM). Measuring and evaluating quality of a tourist destination.		
1.5. Types of teaching (add an 'X')	☒ lectures ☒ seminars and workshops ☐ practicals ☐ distance learning ☒ field-based learning	☒ independent tasks ☐ multimedia and network ☐ laboratory ☒ mentoring work ☐ other _____
1.6. Students' obligations		
Class attendance, project, final exam		
1.7. Monitoring students' work (indicate the relevant form of monitoring by adding an 'X')		

Course attendance	2,0	Activity / Participation		Seminar paper		Experimental work	
Written exam	1,0	Oral exam		Essay		Research	
Project	1,5	Continuous assessment	1,5	Report		Practice	
Portfolio							

1.8. Assessment and evaluation of student work during classes and at the final exam

Assessment and evaluation of students' work during classes and at the final exam is conducted in accordance with the FMTU Student Assessment Regulations. For each course, a detailed performance curriculum is created to coordinate activities, student workload, learning outcomes and assessment methods.

1.9. Essential reading and the number of copies provided in relation to the current number of course participants

Title	Number of copies	Number of students
Oakland, J.S., Oakland R.J., Turner M.A. (2021). Total Quality Management and Operational Excellence- text with cases, Fifth Edition. London, New York: Routledge Taylor and Francis Group	5	

1.10. Additional reading

1. Bruhn M. (2023) Quality Management for Services Handbook for Successful Quality Management. Principles – Concepts – Methods, Springer.
2. Maleyeff, J. (2022). Quality Service Management: A Guide to Improving Business Processes. Routledge.
3. World Tourism Organization (2017). Practical Guidelines for Integrated Quality Management in Tourism Destinations. Madrid: UNWTO.
4. ISO 9001:2015 Quality management systems — Requirements (2016) sixth edition. Zagreb: Croatian Standards Institute.
5. ISO 9000:2015 Quality management systems — Fundamentals and vocabulary (2016) sixth edition. Zagreb: Croatian Standards Institute

1.11. Quality monitoring methods ensuring the acquisition of expected knowledge, skills and competencies

The quality of the programme, teaching process, teaching 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.

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