

COURSE DESCRIPTION						
Type of study	Masters				Field of study	
Specialization	Tourism and Recreation					
Code	Course name (acc. to curricula of study) Tourist service quality management					ECTS point 6
Unit running the course Tourism and Recreation Faculty						Semester X
Number of hours in semester	L – 15	A –	Lb –	Ws – 15	D –	S –
Learning outcomes: Students should be able to evaluate the scope and character of tourism management in the contemporary world, challenges which are going on the quality of tourism market						
Prerequisites: Economy						
<p>Frame programme</p> <p>The definition of quality in tourism.</p> <p>Categorisation and standarisation in tourism.</p> <p>Total quality management (TQM)</p> <p>Forms of quality improvement.</p> <p>Tools for quality change: Conjoint Analysis, Quality Function Deployment, Failure Mode and Effects Analysis, Brainstorming, Cause and Effect Diagram, Pareo i Taguchi methods.</p> <p>Hotel, catering, travel-agent and tourist transport quality measures.</p> <p>ISO rules in hotel management and the HACCP system in hotel catering.</p> <p>Certification procedures.</p> <p>Quality service audit.</p> <p>The conflict between constant improvement of quality and employee defiance.</p>						
Form of lecture assessment						
Kolloquium	Final test	Written exam X			Oral exam	
<p>References:</p> <ol style="list-style-type: none"> 1. Innovation and Growth in Tourism, OECD Publishing, Paris, 2006. 2. Coulter M, Robbins S. P., Management, Sixth Edition, Prentice Hall International, Inc., USA, 1999. 3. S. J. Page, Tourism management: managing for change, Elsevier, Amsterdam 2009 						
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Supervisor of unit (departament): prof. Marcin Smoleński						