

Effective from A.Y: 2018-19

Learning objective: To understand the fundamentals of quality management in tourism industry.

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: Fundamentals of Quality Management	12 Hours
Introduction to Quality, Definition of Quality, Consumer Focus, Dimensions of Quality, Quality Control, Quality Assurance, Total Quality Management, Importance of quality management in Aviation, Tourism and Hospitality, Quality Awards in Tourism, and Quality Gurus and their key contributions	
UNIT 2: Quality Management Process	12 Hours
Quality as a strategic decision, Cost of Quality, Continuous improvement focus, Productivity and Supplier Relationship tools and processes, Pareto Analysis, Quality Management Certifications: Six Sigma Belt Levels, LEAN, and AGILE, Quality management systems, Bench-marking system, Quality Circles, and Work groups.	

Suggested Readings:

1. UNWTO. 'Practical Guidelines for Integrated Quality Management in Tourism Destinations-Concepts, Implementation and Tools for Destination Management Organisation. (Latest Edition) E-book.
2. Edvardsson, B., Thomasson, B., Ovreteit, J. 'Quality of Service-Making it really works', (Latest edition) TATA McGraw-Hill, London.
3. Kapiki, S. (2012). 'Quality Management in Tourism and Hospitality: an Exploratory Study among Tourism Stakeholders', International Journal of Economic Practices and Theories, Vol. 2, No. 2, pp. 53-61

Learning outcomes:

The learner will be able to:

1. Define the concept of quality in tourism management studies.
2. Identify the quality management process.