

Study program: Tourism and hospitality			
Course name: Quality management in tourism and hospitality			
Professor: Tatjana M. Đekić, PhD			
Subject status: compulsory course			
ECTS: 4			
Requirements: no requirements			
Aim of the course The aim of the course is for students to acquire, through theoretical and practical classes, the necessary knowledge about the quality management system in tourism and hospitality, as well as to understand the essence, specificity, role and importance of quality for development of tourism and hospitality.			
Outcome of the course After successfully completing the course, the students will be able to: practically apply standards of quality together with methods and techniques for measurement and control of quality in tourism and hospitality.			
Content of the course <i>Theoretical lectures</i> The concept and definition of quality; Characteristics and specifics of quality in tourism and hospitality; Concept and definition of standard of quality; Standardization of services as the basis for quality assurance in tourism and hospitality; Key problems of defining and application of standards in tourism and hospitality; ISO 9000 standards, ISO 9001, ISO 14000, ISO 22000; Application of HACCP and HALAL standards; Systems of quality management; Total quality management system (TQM system); The importance and the role of employees for quality assurance in tourism and hospitality; The importance and role of management in the process of quality assurance in tourism and hospitality; The importance and role of guests(customers) for assurance of quality of travel and hospitality services; The notion and importance of quality control in tourism and hospitality; Process of quality control in tourism and hospitality; Types of quality controls in tourism and hospitality. <i>Practical course work</i> Different approaches to quality concept; Defining and development of the system of quality; The importance of quality management in tourism and hospitality; Strategic approach to quality; Strategic adjustment of tourism and hospitality services to modern trends; Principles and application of total quality management system (TQM concept); Structure and components of quality of tourism and hospitality services; Application of modern technology in assurance of quality of tourism and hospitality services; Application of quality standards in tourism and hospitality; Standard application; Internal and external quality standards in tourism and hospitality; Methods and techniques of quality measurement in tourism and hospitality; Internal and external quality control in tourism and hospitality; Monitoring customer satisfaction in tourism and hospitality; Activities for enhancement of quality of tourism and hospitality services.			
Literature			
<ul style="list-style-type: none"> • Тошић. М. <i>Управљање квалитетом туристичких услуга</i>, друго издање, Висока туристичка школа струковних студија, Београд, 2010. • Барјактаровић, Д. <i>Управљање квалитетом у хотелијерству</i>, Универзитет Сингидунум, Београд, 2013. • Косар, Ј., Рашета, С. <i>Изазови квалитета – Менаџмент квалитета у хотелијерству</i>, Виша хотелијерска школа, Београд, 2005. 			
Total number of active teaching classes		Lectures: 15	Practical course work: 30
Teaching methods Lectures; practical course work, presenting successful examples of professional practice in the field of study, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	
Term papers	15		