

<b>Level: master</b>				
<b>Course title: Quality Management</b>				
<b>Status: obligatory</b> for the module of Hotel Management; <b>elective</b> for modules of Tourism and Hunting Tourism				
<b>ECTS: 7</b>				
<b>Requirements: none</b>				
<b>Learning objectives</b> Accepting the philosophy of quality as a key factor of general industrial and social development; being introduced to the theory and practice of quality- history and the latest trends in this field; implementation of ISO standards in tourism and hotel management; understanding the methodology of introducing, maintaining and improving the system of quality management in tourism - hotel management industry.				
<b>Learning outcomes</b> Students enabled to practically apply quality management of tourism and hotel product regarding all the specificities originating from their heterogeneity and complexity.				
<b>Syllabus</b>  <i>Theoretical instruction</i> Defining and discussing basic principles of the quality management system; Quality management of environment; Integrated systems of management; Process of introducing the quality management system; Certification of quality management system; Internal and external verification of quality management system; Re-certification of the quality management system; Specification of implementation of the quality management system in tourism and hotel management.  <i>Practical instruction</i> Seminar, Other forms of teaching, Study research. Implementation of basic principles of the quality management system in domestic and international tourism and hotel practice; Methods of internal and external controls of quality of tourism and hotel product; Analysis of customers' satisfaction with quality of tourism and hotel product; Methods and techniques of improving quality of tourism and hotel products.				
<b>Weekly teaching load</b>				Other:
Lectures: 3	Exercises: 3	Other forms of teaching:	Student research:	