

Study programme: Master in Tourism			
Level: master			
Course title: Quality Management (MT111)			
Teacher: dr Ivana V. Blešić			
Status: obligatory for the module of Hotel Management; elective for modules of Tourism and Hunting Tourism			
ECTS: 7			
Requirements: None			
Learning objectives 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.			
Learning outcomes Students enabled to practically apply quality management of tourism and hotel product regarding all the specificities originating from their heterogeneity and complexity.			
Syllabus <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.			
Literature: 1.Kosar, Lj., Rašeta, S. (2005): Izazovi kvaliteta - Menadžment kvaliteta u hotelijerstvu, Viša hotelijerska škola, Beograd. ISBN 86-83-777-10-3. 2.Popov-Raljić, J., Blešić, I. (2012): Bezbednost hrane – primena HACCP sistema u ugostiteljstvu i hotelijerstvu, Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. ISBN 978-86-7031-259-3. <i>Additional literature:</i> 1.Grigoroudis, E., Siskos, Y. (2009): Customer Satisfaction Evaluation : Methods for Measuring and Implementing Service Quality, Springer. ISBN 1441916393.			
Weekly teaching load			6 (90) Other:
Lectures: 3	Exercises: 3	Other forms of teaching: /	Student research: /
Methods of Teaching: Lectures, Illustration and Demonstration Practical skills			
Knowledge score (maximum 100 points)			

Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		