

Study program: MAS Management in Tourism			
Course title: Quality management			
Lecturer: Ivana Blešić			
Course status: Elective (module: Event management in tourism)			
ECTS credits: 6			
Prerequisites: None			
Course objectives: To adopt the philosophy of quality as a key factor in general economic and social development; to gain knowledge of the theory and practice of quality – including its historical development and the latest trends; to understand the application of ISO standards in tourism and hospitality; and to comprehend the methodology of introducing, maintaining, and improving quality management systems in the tourism and hospitality industry.			
Course outcomes: Upon completing the course, students will be able to apply principles and standards of quality management to tourism and hospitality products, taking into account their inherent heterogeneity and complexity.			
Course content: <i>Theoretical Instruction:</i> The concept and characteristics of services; service quality concept; customer expectations and satisfaction in tourism and hospitality; fundamental principles of quality management; historical development of quality management concepts; Total Quality Management (TQM); standardized quality management systems; quality management techniques and methods. <i>Practical Instruction:</i> Application of core principles of quality management systems in domestic and international tourism and hospitality practice. Internal and external quality control methods for tourism and hospitality products. Customer satisfaction analysis regarding the quality of tourism and hospitality services. Methods and techniques for improving the quality of tourism and hospitality products.			
Recommended literature: Blešić, I. (2017). Quality Management in Tourism and Hospitality. University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hospitality, Novi Sad. ISBN 978-86-7031-446-7			
Number of teaching hours: 5			
Theoretical instruction:3		Practical instruction:2	
Teaching methods: Lecture-based method, discussion method, and illustrative-demonstrative method.			
Assessment (maximum: 100 points)			
Pre-exam obligations	Points	Final exam	Points
Class Participation	5	Written exam	/
Practical work	5	Oral exam	45
Midterm exams	40		
Seminar paper	5		