



## COURSE SYLLABUS

**Course title:**

Service quality management in tourism

**Study programme and level:**

Tourism Enterprise Management,  
Undergraduate professional study programme, 1st level

**Prerequisites:**

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### Content (Syllabus outline):

Importance of the quality in tourism:

- Quality as tourism policy
- Quality as the source of competitive advantage
- Quality as differentiation strategy
- Quality as functional strategy
- Quality as organisational culture

Quality management:

- Definitions of quality
- Development of quality
- Quality philosophy
- Quality management techniques and tools
- Quality award
- Quality benefits

Quality management in tourism:

- Definitions of service quality
- Conceptual models of service quality
- Customer satisfaction definition and measurement
- Service quality costs, return on quality
- Internal quality and quality assurance in tourism companies

Quality systems in tourism:

- Categorization and classification schemes in tourism
- Customer protection
- National quality systems
- Quality system for tourism companies
- Quality system for tourism destinations

Hotel categorization

Restaurant assessment

Tourism company quality system design and implementation:

1. Quality leadership
2. Quality implementation
3. Quality evaluation



Functional quality (service delivery) programme

Case studies:

Four seasons

Ritz Carlton

Best Western

Leading hotels of the world