

## Quality Management in Tourism

The main objectives of the course are to:

- Analyze human needs and expectations in the achievement of satisfaction.
- Deal with complaints, remedies and prevention.
- Articulate the characteristics of service and a gap analysis between expectations and satisfaction.
- Evaluate a quality analysis, its implementation and consequences.
- Merge service and quality in order to achieve an effective application of service quality.
- Develop and control effective employee performance towards quality service.
- Analyze of ISO/BS standards of quality.