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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Higher School of Management

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Service Quality Management

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Business Processes in Tourism and Hospitality

higher education programme profile/specialisation title

1. COURSE GOAL

The Service Quality Management course is aimed at studying the necessary standards and rules for certification of tourism services, classification of hotel enterprises, regulatory documents, as well as approaches and criteria for assessing the effectiveness of the services provided; providing future specialists with theoretical foundations and practical skills in developing, organizing and implementing a quality system in all areas of activity of enterprises in the tourism and hospitality industry.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Service Quality Management course is designed for students to acquire the following competencies (parts of competencies):

Table 2.1. List of competences that students acquire when mastering the course

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
GPC-3	Able to develop and implement quality management systems for services in the tourism sector	GPC-3.1. Able to develop and implement quality management systems in accordance with national and international quality standards; GPC-3.2. Able to evaluate the quality of services provided in tourism in accordance with the standards of activity of tourism enterprises, hotels and other accommodation facilities taking into account the opinions of consumers and other stakeholders; GPC-3.3. Able to implement quality management systems at tourism enterprises.
PC-1	Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them	PC-1.1. Able to conduct strategic analysis, identify success factors, economically substantiate corporate and functional strategies for the development of tourism enterprises; PC-1.2. Able to form a concept and plan the implementation of a competitive strategy for the development of tourism enterprises; PC-1.3. Able to forecast the development of the tourism sector and tourism activities in the context of various levels of management, including based on foresight technologies.
PC-7	Able to assess the effectiveness of management decisions on choosing a concept, developing and implementing a plan for the tourism enterprise development strategy	PC-7.1. Able to assess the effectiveness of management decisions in strategic areas of activity of tourism enterprises.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Service Quality Management course refers to the core component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Service Quality Management course.

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.

Competence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
GPC-3	Able to develop and implement quality management systems for services in the tourism sector	No	<ul style="list-style-type: none"> • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-1	Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them	<ul style="list-style-type: none"> • Tourist Market Economics • Hospitality Industry Economy • Investment Design and Business Assessment 	<ul style="list-style-type: none"> • Strategic Management and Management by Objectives in Professional Sphere • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-7	Able to assess the effectiveness of management decisions on choosing a concept, developing and implementing a plan for the tourism enterprise development strategy	<ul style="list-style-type: none"> • Tourist Market Economics • Hospitality Industry Economy • Analysis and Modeling of Business Processes • Optimizing Business Processes of Enterprises in Tourism and Hospitality 	<ul style="list-style-type: none"> • Strategic Management and Management by Objectives in Professional Sphere • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis

* -To be filled in according with the competence matrix of the higher education programme

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Service Quality Management course is 3 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities	TOTAL, academic hours	Semester
		3
Classroom learning, academic hours.	34	34
including:		
Lectures	17	17
Lab work	-	-
Seminars	17	17

Type of Academic Activities	TOTAL, academic hours	Semester
		3
<i>Self-study, academic hours</i>	47	47
<i>Evaluation and assessment (exam), academic hours</i>	27	27
Course workload	ac. hrs.	108
	credits	3

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module1. Subject, purpose, goals, objectives and contents of the course. Classification of quality indicators and methods for their determination	Topic 1.1. Concepts and definitions of service quality. Role of quality in modern society. Goals and objectives of the course. Subject of the course. Subjectivity of consumer perception of service quality. Relationship between quality and production efficiency. Concept of system quality management. Quality gradation. Peculiarities of perception of the quality of services: tourist, excursion, accommodation, catering, etc. Intangible nature of a service, difficulties in measuring and commensurating. Seller-buyer interaction.	Lecture, Seminar
Module 2. Regulatory and legal support for the quality of services. Evolution of approaches to quality management in Russia and abroad	Topic 2.1. Role of the state in ensuring the quality of tourism services and protecting consumer rights. State system of standardization of the Russian Federation. GOST ISO 9001-2001 Quality Management Systems. Requirements. Model for quality assurance in design, development, production, installation and maintenance. GOST R 50646-94 Services to the Public. Terms and Definitions. GOST R 51185-98 Tourist Services. Accommodation Facilities. General Requirements. GOST R 50644-94 Tourist and Excursion Services. Design of Tourist Services. GOST R 50762-95 Public Catering. Classification of Enterprises. GOST R 52113-2003 Services to the Public. Nomenclature of Quality Indicators. Civil Code of the Russian Federation. Federal Law "On Fundamentals of Tourism Activities in the Russian Federation". Federal Law "On Protection of Consumer Rights". Evolution of approaches to quality management in Russia and abroad. Principles of quality management based on the Taylor system. Modern concept of activity management, business management, total quality management (TQM). Eight key principles of systemic quality management of international standards in ISO - 9000 quality management. Basing modern quality management.	Lecture, Seminar
Module 3. Concept of total quality management (TQM). ISO 9000 international	Topic 3.1. Indicators of tourism product quality. Personnel qualifications. Reliability. Availability. Characteristics of material support. Products as an integral part of tourism services. Product life cycle in	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
standards	accordance with the ISO standard (quality loops). Quality tools, deployment of quality functions; House of Quality concept, Six Sigma method.	
Module4. Competitiveness and quality as a factor for the success of an enterprise in tourism and hospitality industry	Topic 4.1. Concept of competition. Main signs of free market. Conditions for free market system. Consequences for an enterprise producing uncompetitive, low-quality products. Responsibility of legal entities and individuals for violation of Russian legislation for substandard products supply. Mechanism for end-to-end product quality management. Factors for increasing product competitiveness. Ways to increase production flexibility. Forming consumer value of a product. Reasons for low competitiveness of production. Models for quality assessment in competitive systems. Structure of the service provision process. Criteria for models of business excellence: international, European and Russian awards and competitions in the field of quality.	Lecture, Seminar
Module 5. Principles of quality management. Service Quality Management	Topic 5.1. Principles of quality management. Project quality management. Application area. Requirements for a service quality system. Responsibility of management, procedures for development, maintenance and provision of documentation. Planning and ensuring quality of services. Quality control. Stages of development of service quality management in tourism and hospitality. Quality of tourist services. Agency and consumer approaches to service quality. Range of services. Main indicators and directions in organizing service quality. Model for ensuring quality of services in an organization. Personnel quality management in tourism and hospitality industry. Requirements for performers to ensure the quality of services. Job descriptions. In-house procedures and responsibilities. Directions of service quality. Criteria for quality control of customer service. Monitoring compliance with the terms of service on the part of the enterprise. Terms and procedure for consideration of claims and complaints.	Lecture, Seminar

* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 11 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 11 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 11 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Laws and Regulations:

1. Federal Law No. 132-FZ dated 24 November 1996 “On Fundamentals of Tourism Activities in the Russian Federation” (latest edition) http://www.consultant.ru/document/cons_doc_LAW_12462/
2. Law of the Russian Federation No. 2300-1 dated 07 February 1992 “On Protection of Consumer Rights” (latest edition) http://www.consultant.ru/document/cons_doc_LAW_305/
3. ISO 9001:2015. Quality management systems — Requirements
4. ISO/TS 9002:2016. Quality management systems — Guidelines for the application of ISO 9001:2015
5. ISO 10006:2017. Quality management — Guidelines for quality management in projects
6. ISO/CD 20001 Food loss and waste management system — Requirements for the minimization of food loss and waste across the food value chain
7. SO 22000:2018. Food safety management systems — Requirements for any

organization in the food chain

8. ISO 21101:2014. Adventure tourism — Safety management systems — Requirements
9. ISO 21101:2014/Amd 1. Adventure tourism — Safety management systems — Requirements — Amendment 1: Climate action changes
10. ISO 21401:2018. Tourism and related services — Sustainability management system for accommodation establishments — Requirements
11. ISO 21401:2018/Amd 1. Tourism and related services — Sustainability management system for accommodation establishments — Requirements — Amendment 1: Climate action changes

Main Readings:

1. Quality Management and Accounting in Service Industries. A New Model of Quality Cost Calculation / W. Sadkowski, P. Jedynek. – Abingdon: Taylor & Francis, 2022. - 208 p. – ISBN 9781000610833, 9781032229843, 9781032229812, 9781003275022. – Text: electronic // Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/81632>
2. Nikolskaya E.Yu., Popov L.A. Hotel operations management. SCIENTIFIC WORLD, 2024. <https://www.knorus.ru/catalog/turizm-gostepriimstvo/695151-hotel-operations-management-bakalavriat-magistratura-uchebnoe-posobie/>

Additional Readings:

1. Charles Hampden -Turner, Fons Trompenaars. Riding Waves of Culture. Understanding Cultural Diversity in Business. London, Nicholas Brealy, Reprinted with corrections 1998, Print. ISBN 1-85788-176-1
2. Eberhard Eugen Scheuing, William F. Christopher. The Service Quality Handbook. Amacom, 1993, Print, ISBN 0814401198, 978081440 1194
3. Encyclopedia of Tourism Management and Marketing. Dimitrios Buhalis. 2022. 3528p. <https://www.e-elgar.com/shop/gbp/encyclopedia-of-tourism-management-and-marketing-9781800377479.html>
4. John Maleyeff. A Guide to Improving Business Processes. New York, Routledge, 2022, eBook ISBN9781003199014, DOI <https://doi.org/10.4324/9781003199014>
5. Practical Guidelines for Integrated Quality Management in Tourism Destinations – Concepts, Implementation and Tools for Destination Management Organizations. Published: February 2017 Pages: 136. eISBN: 978-92-844-1798-8 | ISBN: 978-92-844-1797-1 <https://www.e-unwto.org/doi/book/10.18111/9789284417988>
6. Quality Control. Intelligent Manufacturing, Robust Design and Charts / Edited by P. Li, P. Pereira, H. Navas. – London: IntechOpen, 2021. – ISBN 9781839624988, 9781839624971, 9781839624995. – Text: electronic // Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/67906>
7. Roland T. Rust, Richard Oliver. Service Quality: New Directions in Theory and Practice. SAGE Publications, Inc., 2012, Print ISBN:9780803949195, Online ISBN:9781452229102
8. Van Mari Buslon, Grayfield T. Bajao, Rene D. Osorno. Quality Service Management in Tourism and Hospitality. 2023. 124 p.

<https://www.wisemansbookstrading.com/product/quality-service-management-in-tourism-and-hospitality/>

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
 - RUDN University Electronic Library System (RUDN University ELS)
<http://lib.rudn.ru/MegaPro/Web>
 - ELS "University Library Online" <http://www.biblioclub.ru>
 - ELS "Urait" <http://www.biblio-online.ru>
 - ELS "Student Consultant" www.studentlibrary.ru
 - ELS "Lan" <http://e.lanbook.com/>
 - ELS "Troitsky Bridge"

2. Databases and search engines:
 - electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>
 - Yandex search engine <https://www.yandex.ru>
 - www.prootel.ru Pro Otel magazine for professionals in hotel business
 - www.hotelline.ru Hotel business portal
 - <http://profi.travel.ru/press/> Tourism and Travelling. Professional press

Educational and methodological materials for student self-studies when mastering the course/module:*

1. Lecture course on Service Quality Management.
2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

DEVELOPERS:

Associate Professor, PhD in Biology		N.F. Mavrina
_____	_____	_____
Position, Educational Department	Signature	Name
_____	_____	_____
Position, Educational Department	Signature	Name
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Position, Educational Department	Signature	Name

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