|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICO  EN COMPETENCIAS PROFESIONALES | descarga |
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**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

| 1. **Competencias** | Manage the sustainable development of the tourism sector, through the design and implementation of innovative products, and administration of tourism organizations, considering public policies, the current legal framework, tourism management and distribution technologies as well as applicable quality systems, to contribute to collaborative planning and competitiveness of the tourism industry. |
| --- | --- |
| 1. **Term** | Seventh |
| 1. **Theory hours** | 35 |
| 1. **Practial hours** | 40 |
| 1. **Total number of hours** | 75 |
| 1. **Hours per week** | 5 |
| 1. **Learning objective** | The student will propose actions for improvement and social responsibility in tourism organizations, considering quality management plans, distinctive marks, certifications and applicable regulations, in order to contribute to the competitiveness of the sector. | |

| **Learning units** | **hours** | | |
| --- | --- | --- | --- |
| **Theory** | **Practice** | **Total** |
| I. Quality tools | 8 | 12 | 20 |
| II. Social responsibility in the tourism sector | 12 | 8 | 20 |
| III. Quality management | 15 | 20 | 35 |
| **Total** | **35** | **40** | **75** |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*LEARNING UNITS*

| 1. **Learning Unit** | I. Quality tools |
| --- | --- |
| 1. **Theory** | 8 |
| 1. **Practice hours** | 12 |
| 1. **Total hours** | 20 |
| 1. **Learning unit objective** | The student will diagnose the quality of the services offered by tourism companies, in order to contribute to the continuous improvement of their processes. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Basic elements of quality. | Identify the concept of quality management and its importance in tourism organizations.  Define the terminology of quality management:  -Quality policy  -Quality objective  Quality objective -Quality objective -Quality objective -Quality objective -Quality objective -Quality objective  -Quality planning  -Quality control  -Quality assurance |  | Analytical  Organized  Responsible |
| Quality improvement tools. | Explain the quality improvement tools, their advantages, necessary resources and systematic application:  1. Affinity  diagram  2. Relationship diagram  3. Tree diagram  4. Prioritization Matrices  5. Matrix Diagrams  6. Decision Process Diagram  7. Arrow diagram  Describe the situational diagnosis of quality improvement of tourism enterprises. | To elaborate situational diagnostics of quality improvement of tourism enterprises. | Analytical  Objective  Responsible  Proactive  Organized  Decision-making ability  Planning capacity |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| Based on a case of a tourism company, prepare a report that includes:  - Company data  - Description of the services  - Quality tools applied and their justification.  - Results of the application  - Proposal for improvement of the services  - Conclusions | 1.To understand the concept of quality management and its importance in tourism organizations.  2. Identify the terminology of quality management.  3. Analyze the tools for quality improvement, their advantages, necessary resources and application systematics. | Case studies  Checklist |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Case analysis    Practical exercises  Carrying out research work | Computer equipment  Projection equipment  Audiovisual equipment  Internet  Printed material |

*TRAINING FACILITIES*

| **Classroom** | **Lab / workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

# CALIDAD Y RESPONSABILIDAD SOCIAL BIS

*LEARNING UNITS*

| 1. **Learning Unit** | **II. Social responsibility in the tourism sector.** |
| --- | --- |
| 1. **Theory** | 12 |
| 1. **Practice hours** | 8 |
| 1. **Total hours** | 20 |
| 1. **Learning unit objective** | The student will propose social responsibility actions in tourism organizations to contribute to the inclusion and competitiveness of the tourism sector. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Applicable distinctions and recognitions. | Define the concept of social responsibility, its importance and application in the provision of tourism services.  Identify the types of Corporate Social Responsibility (CSR) awards and recognitions:  Responsabilidad Social en las Empresas (RSE):  - Distintivo Empresa Socialmente Responsable (ESR)  - ISO 26000  - Empresa Familiarmente Responsable (STPS)  - Distintivo Empresa Incluyente (STPS)  - Sello Turismo Incluyente  - Turismo de Inclusión a personas con discapacidad  - Reconocimiento Mejores Empresas para Trabajar (GREAT PLACE TO WORK)  - Certificación de equidad de género (STPS) | To provide tourism services in accordance with the ESR standards. | Analytical  Objective  Responsible  Proactive  Organized  Decision-making ability  Planning capacity |
| Regulations related to Social Responsibility in Tourism. | Identify sustainable tourism policy practices:  - Full and productive employment.  - Decent Work.  - Reducing poverty through tourism  Identify regulations related to social responsibility:  - NOM para la igualdad laboral entre hombres y mujeres (NMX-R-025-SCFI-2008)  - ISO 26:000 Responsabilidad social |  | Analytical  Objective  Responsible  Proactive  Organized  Decision-making ability  Planning capacity |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| Based on a case from the tourism sector, prepare a report containing:  - Objectives of the proposal  - Social responsibility distinctions and recognitions identified.  - Related social responsibility regulations and their justification.  - Conclusions and recommendations  - References consulted | 1. To understand the concept of social responsibility, its importance and application in the provision of tourism services.  2. Identify the different Corporate Social Responsibility (CSR) labels and recognitions.  3. To analyze the practices of sustainable tourism policies.  4. Identify regulations related to social responsibility. | Rubric  Case studies |

# CALIDAD Y RESPONSABILIDAD SOCIAL BIS

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Case analysis    Practical exercises  Carrying out research work | Computer equipment  Projection equipment  Audiovisual equipment  Internet  Printed material |

*TRAINING FACILITIES*

| **Classroom** | **Lab / workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*LEARNING UNITS*

| 1. **Learning Unit** | **III. Quality management** |
| --- | --- |
| 1. **Theory** | 15 |
| 1. **Practice hours** | 20 |
| 1. **Total hours** | 35 |
| 1. **Learning unit objective** | The student will propose quality plans and audits for the continuous improvement of tourism organizations. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Quality Management Systems. | Identify the concept of Quality Management Systems and its importance.  Identify the standards related to quality management systems, scope and application:  - ISO 9001  - ISO 9004  - ISO 14001  Identify the relationship of quality management systems with the provision of tourism services. |  | Analytical  Objective  Responsible  Organized |
| Quality in tourism. | Recognize the current labels applicable to tourism established by SECTUR.  Identify current tourism certifications in specialized segments, their importance and application.    . | Propose tourism certifications according to the needs of the organization | Analytical  Objective  Responsible  Proactive  Organized  Decision-making ability  Planning capacity |
| Quality Management Plan. | Describe the concept of Quality Plan and the elements that comprise it:  - Quality  objectives  - Scope of the plan  - Norms, standards and certifications applicable to the proposed tourism product.  - Identification and justification of processes to be certified  - Definition of requirements  - Action program  - Quality control strategy  - Conclusions and recommendations  - References consulted  Describe the stages in the development of the quality plan:  - Identify the need  - Define the requirements  - Establish the scope of the plan  - Preparation of the plan  - Plan content  - Review and implementation | Elaborate quality management plans in tourism organizations. | Analytical  Objective  Responsible  Proactive  Organized  Decision-making ability  Planning capacity |
| Quality audits. | Define the concept of quality audit and its importance.  Describe the quality audit process. | Perform quality audits in tourism organizations. | Analytical  Objective  Responsible  Proactive  Organized  Decision-making ability  Planning capacity |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| From the integration of a project, elaborate a quality management proposal for a tourism company which includes:  - General data  - Applicable distinctions and their justification  - Quality management plan:  a) Quality objectives  b) Scope  c) Norms, standards and certifications applicable to the proposed tourism product.  d) Identification and justification of the processes to be certified.  e) Definition of requirements  f) Action program  g) Quality control strategy  h) Conclusions and recommendations  i) References consulted  - Audit plan | 1. Identify the concept of Quality Management Systems, its importance, applicable standards and the relationship with the provision of tourism services.  2. Distinguish tourism certifications in specialized segments, their importance and application.  3. Identify the concept, elements and stages of the Quality Plan.  4. Analyze the concept of quality audit, its importance and process. | Project  Rubric |

# CALIDAD Y RESPONSABILIDAD SOCIAL BIS

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Project based learning  Collaborative teams.  Research work. | Computer equipment  Projection equipment  Internet  Organizational manuals  Printed material |

*TRAINING FACILITIES*

| **Classroom** | **Lab / workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Skills** | **Performance criteria** |
| --- | --- |
| Formulate the strategic planning of tourism organizations based on a situational diagnosis, the use of techniques, administrative tools and organization of resources to establish its guidelines. | Elaborate a strategic plan of the tourism organization containing:  - Company data  -Objectives  -Organizational philosophy (mission, vision, values and objectives).  Situational analysis (internal and external) -Strategies  -Strategies  -Action plans  - Staffing guide  -Indicators  -Budgets |
| Formulate quality management plans considering the guidelines and standards of the sector and internal processes to contribute to the competitiveness of the tourism activity. | Develop a quality management plan that includes:  - Quality objectives  - Scope  - Norms, standards and certifications applicable to the proposed tourism product.  - Identification and justification of processes to be certified  - Definition of requirements  - Action program  - Quality control strategy  - Conclusions and recommendations  - References consulted |
| Implement management strategies in tourism organizations based on strategic planning, organizational development, human talent management, as well as the establishment of quality management systems to achieve the established objectives. | Design a follow-up program of management strategies, containing:  - Area  - Process where applicable  - Matrix of responsibilities:  Responsible  Activities  - Date of application  - Indicators  - Detection of training needs  - Human Talent Training Program  - Quality management systems in place. |
| Control the operation of tourism organizations based on established standards, performance indicators and evaluation of the results of the implemented planning, to generate proposals for continuous improvement. | Deliver a report of results of the operation of the tourism organization that includes:  - Analysis of strategic plan indicators.  - Control techniques and tools applied  - Fulfillment of responsibilities matrix  - Compliance with the human talent training program  -Compliance with the Quality Systems.  -Improvement proposals. |
| Design innovative tourism products considering the detected potential, the analysis of sector trends, public policies and applicable regulations to diversify the tourism offer. | Elaborate an executive report of a tourism product containing:  - Cover page  - Introduction  - Justification (analysis of the tourist vocation, analysis of statistical data of the sector, market trends, demand, competition).  - Approach to the innovation proposal (Name of the tourism product, attraction, service, infrastructure, tourism plant, superstructure, tourism supply, tourism demand, host community, perception-image-emotion, needs covered, target market and description of the innovation).  - Public policies and applicable regulations  - Presentation of the tourism product (layout, diagram, mapping).  - Conclusions  - References consulted |
| Integrate tourism product business plans based on the design proposal, market, technical, financial and organizational analysis, and applicable regulations, for resource management and implementation. | Elaborate a business plan for tourism products containing:  - Cover page  - Executive summary  - Introduction to the plan  - Definition of the tourism product or service  - Market study (demand, supply, product, target market, price, marketing strategies).  - Technical study (Macro and micro location, inputs, machinery, equipment, load capacity, layout, processes, applicable quality standards and indicators, integration of the value chain, regulations and environmental impact).  - Organizational study (organizational philosophy, organizational manual and procedures).  - Financial and economic study (investment budgets and sources of financing, operating budgets, projected financial statements, break-even point, profitability indicators).  - Conclusions and recommendations  - References consulted |

**CALIDAD Y RESPONSABILIDAD SOCIAL BIS**

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