

MINISTRY OF SCIENCE AND EDUCATION

REPUBLIC OF AZERBAIJAN

BAKU STATE UNIVERSITY

**Faculty of Geography, "Economic-political
geography of foreign countries and
tourism" department**

FOR BACHELOR DEGREE

P R O G R A M

(III COURSE)

PROFESSION – 050810 "ORGANIZATION OF TOURISM"

SUBJECT – "QUALITATIVE RESEARCH METHODS"

BAKU – 2022

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**It was approved as a subject program by the
decision of the Scientific Council of the
Faculty of Geography of Baku State
University on April 15, 2022.**

BAKI - 2022

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QUALITATIVE RESEARCH METHODS

Explanation sheet

The subject "Quality-based research methods" is planned for 60 hours (30 hours of lectures, 30 hours of seminars) in the spring semester of the II year for students studying in the profession "Organization of tourism".

The main goal of teaching the subject is to teach students the main directions of quality assurance, standardization, ISO and its application areas, the economic basis of quality-based research, ensuring product quality standards compliance, service criteria, hotel standards, relationships, and application. Quality assurance methods, products, from general information on quality indicators to the economy of quality, analysis of the quality management system, and the selection of effective methods of quality control in a specific business. In the teaching of the subject, the development of quality management is to teach students quality control, not the technological organization of products.

As a result of mastering the subject, students should know:

- The essence of quality and the organization of forms;
- Quality organization features and importance;
- Quality standards and species diversity should not be grouped;
- The essence of the organization of quality technologies and competitive opportunities in the market;
- Direction of organization of quality and standards in tourism;

Must be able to:

- To explain the importance of quality;
- To explain the concepts related to quality products;
- Technology for the formation of quality tourism;

- To explain the directions of action on the types of quality;
- To analyze the cycle of quality in the tourism industry;
- To analyze the demand and supply of tourism products;
- To explain the organization of quality sustainable tourism products in Azerbaijan.

Must master:

- To the directions of quality management technologies;
- Quality design and organization;
- Organization of quality innovative tourism products;
- Organization of quality package, inclusive, processed and unprocessed tourism products;
- The influence of tourism products on the organization of quality;
- Implementation of quality systems in the tourism industry

Distribution of topics by hours

№	Topics	Total	Including	
			Lect.	Sem.
1.	Origin, nature, formation and management directions of quality-based research	4	2	2
2.	The importance of qualitative research as an economic category	4	2	2
3.	Quality management systems	4	2	2
4.	Principles of quality management	4	2	2
5.	Quality management control and recording	4	2	2
6.	Service quality criteria and measurement methods	4	2	2

7.	Quality standards in the tourism industry	4	2	2
8.	Implementation of ISO standards in the tourism industry	4	2	2
9.	Consumer and service-oriented aspects of quality management in the tourism industry	4	2	2
10.	Indicators of product quality and Implementation in tourism product	4	2	2
11.	Organization of quality control in tourism industry	4	2	2
12.	Quality improvement and management in the tourism industry	4	2	2
13.	Quality assurance and management of hotel services	4	2	2
14.	Implementation of product quality management systems and mechanisms	4	2	2
15.	Quality standardization and certification in the tourism industry in Azerbaijan	4	2	2
	TOTAL:	60	30	30

1. Origin, nature, formation and management directions of quality-based research

The object studied by the subject. Content, goals and objectives of the subject. Quality. The concept of quality. Definition of the term quality. Historical development of the concept of quality. Quality Assurance, Quality Control. Product quality analysis. Total Quality Management

(TQM). International systems in the organization of quality. Development of quality management [3,5,6].

2. The importance of qualitative research as an economic category

The role of quality in ensuring economic development. The importance of quality as an economic category. Costs of quality assurance. The role of quality in increasing profitability in organizations, companies and institutions. Team work. Service excellence, continuous quality assurance. Total integration in the process. Customer satisfaction. The consumer value of customer satisfaction. Modern approaches in determining customer satisfaction [2,5,6,10].

3. Quality management systems

An introduction to the philosophy of total quality management. Evaluation of quality management. Total quality approach in quality management. Application of total quality management to the process. Factors affecting product quality. Motivation in quality management. Introduction to ISO management systems. [6,7,8,10].

4. Principles of quality management

Scholars conducting research on quality management systems and the principles they put forward. Functions and approaches of quality management. Deming and Jura's approaches to quality management. Customer focus. Leadership. Arresting people. Approach to the process. A systematic approach to management. A factual approach to decision making. Mutual supplier relationships.

[1,2,5,9,14].

5. Quality management control and recording

Quality control. Accounting rules in quality management. Keeping records. Paper-base and electronic recording rules. Neutralization of records. Managers' recording obligations. Quality control management. Quality control service structure. Statistics for quality. Control decision-making and control structure.

6. Service quality criteria and measurement methods

Quality criteries. Measurement methods. In-app measurement. Post-service rating. Customer effort score. Questionnaire requests and rules for their creation. "Follow-up" method. Secret client. Data analysis. Customer feedback. Requirements for quality measurement methods.

[1,7,11,14].

7. Quality standards in the tourism industry

Application of quality management in the tourism industry. Total Quality management in the tourism industry. Quality control in the tourism industry. Quality management systems in the tourism industry. Tourism employers as determinants of service quality. Quality assurance and economic efficiency of tourism industrial products. Formation and certification of quality standards in tourism.

8. Implementation of ISO standards in the tourism industry

ISO Management standards. ISO certification. ISO standards applied in the tourism industry. ISO 9001, ISO 14001, ISO 45001, ISO50001. ISO standards application rules. ISO

registration process. Standards as a relational communication tool. Pros and cons of applying ISO standards.

9. Consumer and service-oriented aspects of quality management in the tourism industry

Quality assurance in the tourism industry. Factors affecting quality. Quality control function. Consumer and service-oriented quality standards. Organization of service control in tourism. Classification of quality indicators in the tourism industry. Methods of determining quality indicators. Application of clavimetry method in determining the index of quality in the tourism industry.

10. Indicators of product quality and Implementation in tourism product

Stages of product quality formation. Comparison of quality indicators with baseline indicators. Product quality planning. Evaluation of product quality. Changes in quality. Quality characteristics of the tourism product. Economic efficiency of product quality indicators. Organization of quality indicators and control in the tourism product. Quality costs in tourism products.

11. Organization of quality control in tourism industry

Importance of quality in tourism and hospitality. Tools for measuring quality service in the hospitality industry. The five gap model. Forms of quality control in tourism. Responsibilities of quality control managers in the tourism industry. Product quality life cycle in the hospitality industry. Maintaining product quality and considering consumer value in the tourism industry.

12. Quality improvement and management in the tourism industry

Implementation of quality principles in the tourism industry. Improving quality service of tourism workers. Linking processes with human resources. Measuring tourist customer satisfaction. Troubleshooting by measuring service quality. Practical organization of quality management in the tourism industry. Organization of quality control in the tourism industry.

13. Quality assurance and management of hotel services

Hotel services. Hotel customer satisfaction measurement forms. Different approaches in hotel quality assurance. Quality requirements in chain hotels: different approach and application. Quality management in hotels. Implementation and certification of total quality management in hotel services. Internal marketing to internal customers. Application of the "zero error" principle. Organization of quality control in hotels.

14. Implementation of product quality management systems and mechanisms

Modern approaches in product quality management. Product quality improvement directions. Product quality costs. Application of the qualitative method. Application of qualitative method in quality assurance of tourism products. Evaluation of product quality. Motivation in product quality management [2,3,5,6].

15. Quality standardization and certification in the tourism industry in Azerbaijan

State support for quality assurance in the tourism industry in Azerbaijan. Directions of standardization in tourism industry in Azerbaijan. Directions of ensuring quality control in the tourism industry. Organization of control of quality standards for tourism products. International cooperation in ensuring the quality of tourism products in Azerbaijan. State control of quality assurance in the tourism industry. [4,6,8,11].

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