



# Teaching Quality Management(TQM)

# OUR AGENDA



TQM tools (*for students*):

1. The questionnaire on teaching for students
2. Suggestions and complaints
3. The survey to improve the evaluation process
4. The student assembly
5. The cyclic review of the ITourDeM programme
6. Useful links and contact

# Questionnaire on Teaching 1/4

## Questions and Answer Mode

**When answer options are not listed, refer to the following 'Model Answers':**

- ☐ Absolutely not
- ☐ Not quite
- ☐ Quite enough
- ☐ Definitely yes

**Considering this year's teaching activities, in what percentage would you rate your class attendance?**

- ☐ No attendance or less than 50% of classes
- ☐ Over 50%
- ☐ I attended the course in E-LEARNING mode

**Explain the main reason for not attending classes or for low attendance**

- ☐ Work commitments
  - ☐ I am attending other classes
  - ☐ Attendance seems rather unhelpful to prepare for the exam
  - ☐ Facilities where teaching takes place do not enable students interested in the course to attend
  - ☐ Other
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# Questionnaire on Teaching 2/4

## The Module/Unit

**Is your preliminary knowledge adequate to understand topics in the exam programmes?**

- ☐ Absolutely not
- ☐ Not quite
- ☐ Quite enough
- ☐ Definitely yes

**Is study load proportionate to credits awarded?**

*Model answers*

**Is teaching material (recommended and available) suited to studying the subject?**

*Model answers*

**Has exam structure been clearly outlined?**

*Model answers*

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# Questionnaire on Teaching 3/4

## The Teaching

**Has timing of classes, practical classes and other teaching activities been kept to schedule?**

*Model answers*

**Does the teacher arouse/promote interest in the subject?**

*Model answers*

**Does the teacher explain topics clearly?**

*Model answers*

**Are additional teaching activities (practical classes, tutorials, workshops / laboratory classes, etc.) useful to study the subject?**

*Model answers*

**Has teaching been consistent with course presentation on the Website?**

*Model answers*

**Is the teacher available for further help and clarification?**

*Model answers*

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# Questionnaire on Teaching 4/4

## Student Interest

**Are course topics interesting?**

*Model answers*

### **Your Suggestions**

- ☐ Reduce overall teaching load
- ☐ Increase teaching assistance
- ☐ Provide more basic knowledge
- ☐ Remove from module/unit programme topics dealt with in other modules/units
- ☐ Enhance coordination among modules/units
- ☐ Improve quality of teaching material
- ☐ Provide teaching material in advance
- ☐ Include intermediate exams
- ☐ Offer evening classes
- ☐ Absolutely not

## (Possible) corrective actions

*Corrective actions are reactive – something has gone wrong and these are the actions taken to deal with the problem*

e.g. Is your preliminary knowledge adequate to understand topics in the exam programmes?



**inclusion of additional references on the  
'prerequisites' of teaching programmes**



# Portale docenti

Home › Isabella Crespi › Teaching › 2021/2022 › Cultural differences

Search pages or people...

SEARCH



BACK HOME

TIMETABLE

NEWS BOARD

18/10/2021 - CLASSES CHANGES

Please check the following link for changes to your classes [https://docs.google.com/spreadsheets/d/e/2PACX-1vRQYj\\_vAx\\_0...](https://docs.google.com/spreadsheets/d/e/2PACX-1vRQYj_vAx_0...)

## Informazioni

- » Per la lezione in presenza prenota il tuo posto in aula
- » Per la lezione online vai all'AULA TEAMS dei Docenti e degli Insegnamenti

## Cultural differences

Academic year 2021/2022

ECTS 6

Teaching hours 36

Course class LM-49

Isabella Crespi / Associate Professor / Sociology of culture and communication (SPS/08)  
Department of Education, Cultural Heritage and Tourism



### Modules to pass before taking this module

General knowledge of cultural sociology and a good level of English. For those having no cultural sociology background, the following book is recommended Wendy Griswold, (1994 or later) "Cultures and societies in a changing world", Thousand Oaks, Pine Forge

### Expected learning outcomes

The aims of this course are: to provide a comprehensive understanding of modern multicultural society, to critically discuss the main issues of contemporary sociology of culture, to develop skills of a comparative analysis and assessment of cultural differences. In particular, the course, by introducing students to different cultures and examining the concepts of cultural identity and cultural differences, is aimed at developing students' knowledge of other ways of life and providing a new understanding of their own cultures. Tourism activities and business topics in destination management, will be analyze using a cross-cultural perspective.

### Syllabus

The issue of cultural diversity is a matter of importance for tourism, business and its international dimension. It is important to take into consideration the impact multi-cultural diversity can have on both the people's life and on work relationships. A needed skill in international tourism is the capacity of seeing human experience from the point of view of others, who encounter and interpret the world in significantly different ways. Further, the course offers a deep and complex understanding of the culture of the country tourism operators and will be dealing with managing tourism and business with different people. A knowledge of the cultural differences associated with areas such as business meeting, international relations and conducting negotiations will be part of the



# Other references

## GEOGRAPHY and HISTORY area

Jerry Brotton, "A History of the World in 12 Maps" (2014), Allen Lane Penguin Books, London, (available in [Opac UNIMC libraries](#))

Geography (candidates must choose 6 chapters)

History (candidates must choose 6 chapters)

Geography + History (candidates must prepared all the 12 chapters)

## ECONOMY and LAW area

### Economic area

P. Kotler, G. Armstrong (2012) Principles of Marketing, Pearson Prentice Hall. parts 1 and 2. The whole text is retrievable at <http://rezakord.com/uploads/91b0c5c8c158421fa332a449c435e1b4.pdf>

### Law area

De Luca Alessandra, Simoni Alessandro (2014) "Fundamentals of Italian Law", Giuffrè Editore, Milano **or you can choose:**

Ferrari, Giuseppe Franco "Introduction to Italian public law" Giuffrè Editore, Milano (available in [Opac UNIMC libraries](#))

## SOCIOLOGY

### Sociological area

Wendy Griswold, (1994 or later) "Cultures and societies in a changing world", Thousand Oaks, Pine Forge (available in [Opac UNIMC libraries](#))

## LANGUAGE SKILLS

The interview about English level will be a general oral colloquium on everyday conversation and situations

For those students who would like to practice or exercise this website could be a general reference.

[https://en.wikibooks.org/wiki/English\\_for\\_B2\\_Students](https://en.wikibooks.org/wiki/English_for_B2_Students)

You could also attend our CLA courses if you like <http://cla.unimc.it/en/courses>

If the international student has a certificate of knowledge of Italian language at least level B2, the Commission invites him/her to present an application for recognition for the *Italian language* activity (optional procedure for the student).

See: <http://sfbct.unimc.it/en/courses/degree-courses/itourdem/admissions/commission-guidance>

# Suggestions and complaints

Politiche per la qualità

Sistema Assicurazione Qualità

Qualità nella Didattica

Qualità nella Ricerca e Terza Missione

Attività formative e informative per il miglioramento continuo della qualità

Segnalazioni e reclami

Documenti Segnalazioni e reclami

## Invio reclami

Cognome

Nome

Indirizzo email

Ruolo

Struttura alla quale è indirizzata la segnalazione

CDS/Ufficio/Soggetto

Specificare il Corso di Studi e/o l'ufficio e/o il soggetto al quale è indirizzata la segnalazione

Oggetto

Descrizione segnalazione/reclamo

L'Università degli Studi di Macerata, ai sensi dell'art. 13 del D.Lgs. 196/2003, nonché del "Regolamento per il trattamento dei dati sensibili e giudiziari" emanato in attuazione del predetto D.Lgs. con D.R. n. 1 del 3.1.2006, è titolare del trattamento dei dati personali acquisiti mediante l'invio della segnalazione. Riconosciuta la legittimità anche di segnalazioni anonime, il conferimento dei dati appare facoltativo ed un rifiuto del soggetto, in tal senso, non comporterà nessuna conseguenza circa la validità dell'operato del PQA. Il segnalante resta, in ogni caso, personalmente responsabile dell'eventuale contenuto diffamatorio delle proprie comunicazioni all'Ateneo, che mediante il PQA, si riserva il diritto di non prendere in considerazione le segnalazioni prodotte in evidente "malafede". I dati personali forniti non avranno alcun ambito di comunicazione e diffusione.


Autorizzo il trattamento dei dati personali

☐ Sì

☐ No

Approvare il captcha

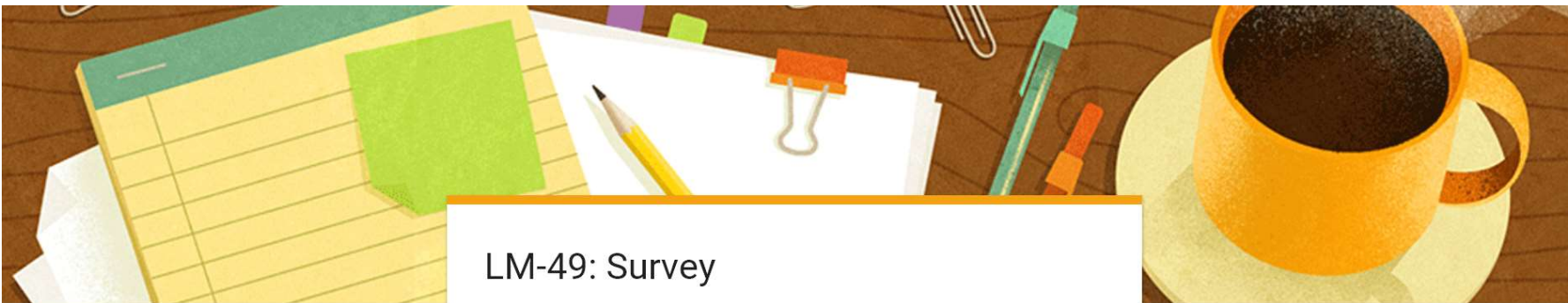
☐ Non sono un robot



Invia

See: <https://www.unimc.it/it/qualita/segnalazioni-e-reclami-1/invio-reclami>

# The survey to improve the evaluation process




## LM-49: Survey

Dear student,

Your opinion counts! Please give us your suggestions!  
This survey is voluntary and completely anonymous. It has been designed to improve the quality of our services and teaching methodology and organization. It will take less than 10 minutes to answer the questionnaire. If you would rather not answer a question, you may leave it blank, but the results of this survey will be most useful if you answer all the questions. Thank you for your help!

*\*Required*

**iTour  
DeM**  
INTERNATIONAL TOURISM AND  
DESTINATION MANAGEMENT  
UNIVERSITÀ DI MACERATA



# The survey: content

- **Sex:** Male/Female
- **Enrollment at:** 1<sup>th</sup> year/ 2<sup>nd</sup> year
- **What did you expect from the ITourDeM programme?**
- **At the end of this a.y. what did/did not you find?**
- **What will you take with you at the end of this a.y.?**
- **Suggestions for teachers:**
- **Suggestions to improve the effectiveness of the degree course:**
- **Other suggestions:**

# The student assembly




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# Useful links

- Questionnaire on teaching:  
<https://www.unimc.it/it/iscrizione-e-carriera/questionari-valutazione-didattica>
  - Form for reports/suggestions for improvement/complaints:  
<http://www.unimc.it/it/qualita/segnalazioni-e-reclami>
  - Quality System at our Department:  
<http://sfbct.unimc.it/it/dipartimento/sistema-di-qualita-dipartimentale/sistema-della-qualita-della-didattica>
  - Cyclic review:  
[https://www.unimc.it/it/qualita/qualita-didattica/documenti-aq-cds/riesami-ciclici/riesami-ciclici-a-a-2020-2021/riesame\\_ciclico\\_Im-49\\_20.pdf](https://www.unimc.it/it/qualita/qualita-didattica/documenti-aq-cds/riesami-ciclici/riesami-ciclici-a-a-2020-2021/riesame_ciclico_Im-49_20.pdf)
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# (Further opportunities... not about TQM!)



PRAXIS is produced by ENCATC, the European network on cultural management and policy. This monthly newsletter is for students studying at ENCATC member institutions. By subscribing to this list, you will get exclusive ENCATC offers for students, internships from across cultural sectors and from around the world, capacity building to enhance your knowledge, funding opportunities, ways to be a part of the European community, inspiring stories from cultural entrepreneurs, and tips to elevate your career!

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Last Name

<https://encatc.us11.list-manage.com/subscribe?u=6f5972ce536767d137b4e6877&id=5c5dccccca2>

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# European commission and Tourism: data and info



The screenshot shows the Eurostat website interface. At the top, there's a navigation bar with links for Cookies, Privacy policy, Legal notice, My alerts, Contact, and a language selector set to English. Below this is a search bar and a main navigation menu with links for News, Data, Publications, About Eurostat, and Help. The breadcrumb trail indicates the path: European Commission > Eurostat > Tourism > Overview. The page title is "Tourism – Overview". Under the "INTRODUCTION" section, it asks "What information can I find here?" and defines tourism in a statistical context. It lists two main components: Capacity and occupancy of tourist establishments, and Tourism trips. Below this, there are two sections: "HIGHLIGHTS" and "DIRECT ACCESS TO...". The "HIGHLIGHTS" section includes "Collaborative economy platforms" and "Impact of Covid-19 on tourism". The "DIRECT ACCESS TO..." section includes links to the Complete database, Selected tables, Information on data, Publications, Statistics Explained, and Methodology.

**What information can I find here?**

Tourism, in a statistical context, refers to the activity of **visitors taking a trip to a destination outside their usual environment**, for less than a year. It can be for any main purpose, including **business or leisure**.

Eurostat statistics on tourism statistics consist of two main components relating to:

- **Capacity and occupancy of tourist establishments**  
Capacity data refer notably to the number of establishments and the number of bed places, while occupancy data refer to the number of arrivals at accommodation establishments and the number of nights spent.
- **Tourism trips**  
This data refers to the number of tourists and tourism trips made. They are available broken down by main characteristics of the trip, such as destination, duration, mode of transport used, or expenditure, as well as by socio-demographic characteristics of the tourists, such as age and gender.

[> Read more](#)

**HIGHLIGHTS**

- Collaborative economy platforms**  
Learn more about the experimental statistics on the number of stays booked and the number of nights spent in accommodation offered via online platform.
- Impact of Covid-19 on tourism**  
The Covid-19 outbreak affects the tourism industry. Read our latest news to make sure you know what's going on.

**DIRECT ACCESS TO...**

- Complete database
- Selected tables
- Information on data
- Publications
- Statistics Explained
- Methodology

<https://ec.europa.eu/eurostat/web/tourism/overview>



