

61948 - Economic-Financial Viability of Tourism Projects

Syllabus Information

Academic Year: 2020/21

Subject: 61948 - Economic-Financial Viability of Tourism Projects

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

The subject and its expected results respond to the following approaches and objectives:

1. Study the objectives of business accounting information.
2. Know the basic content of the main financial statements within the framework of Spanish accounting regulations.
3. Correctly interpret the meaning of the different amounts shown in the financial statements.
4. Know the tools and techniques of financial analysis necessary to diagnose the economic-financial situation of a company or a business project in the tourism sector.
5. Show the fundamental elements that a financial feasibility study of a business project must include.

1.2.Context and importance of this course in the degree

"Economic-financial viability of tourism projects" is an eminently practical subject.

It is intended to give a global vision of a company or business project, its problems and its relationship w

The knowledge and skills acquired by students in this subject are key for whatever professional activity tl

1.3.Recommendations to take this course

The subject is global in nature so it is recommended to have a minimum knowledge of business management and, in particular, in economic and financial matters.

Also, it is advisable to attend the different theoretical and practical sessions scheduled in the development of this subject, the completion of cases and proposed work and the development of autonomous work by the student.

The student must have the capacity for analysis and synthesis and the ability to make decisions.

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

Students must demonstrate that they have achieved the expected learning outcomes through the following assessment activities.

The evaluation of the subject will be carried out from an individual dissertation in which the student will apply in a practical way the concepts and methodologies of analysis explained and worked on in class sessions. The objective is for each

student to prepare a document in which they either carry out an economic and financial analysis of a real company in the tourism sector, from among those proposed by the teacher, or develop a business project linked to the tourism sector, showing the viability financial of your business idea. In both cases, the existing link with one or more of the Sustainable Development Goals (SDGs) established by the UN in 2015 must be indicated (<https://www.un.org/sustainabledevelopment/en/sustainable-development-goals/>).

For those students who do not opt for the previous system, the evaluation of the subject will be carried out by means of a global written test carried out according to the calendar established in the center.

In any case, to pass the course the student must achieve a final grade with a minimum grade of 5 points out of a total of 10.

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, case studies, assignments and autonomous work.

The course syllabus is organized in three main sections. The first section shows the accounting information system of the company, the basic content of the financial statements that are elaborated and its usefulness in the framework of the business management. The second explains the main techniques and tools of economic-financial management used in business management. Finally, the last section deals with the most common planning instruments in the field of business management.

4.2.Learning tasks

The teaching-learning process designed for this course is based on the distribution of the 3 ECTS as follows:

- Lectures (1 ECTS): they are participatory sessions where the lecture explains and analyzes the main course contents. Each of these sessions includes a review of the most important concepts already treated as well as the explanation of new concepts, to conclude with a summary of the session's main aspects.
- Practice sessions (0.5 ECTS): they are designed to consolidate and help understand the main issues addressed in lectures, by solving problems and case studies. Some of them will be done individually, and others will be solved in groups of 2-3 people, using the cooperative learning methodology and will be presented to the rest of the class. Students will have at their disposal the class materials on Moodle and are expected to review them carefully.
- Assignments and tutorials (0.5 ECTS)
- Autonomous work (1 ECTS): readings and personal reflection in relation to the course contents, reading of the recommended bibliography, preparation of individual exercises and assignments.
- Tutorials: teacher's office hours can be used to solve doubts and to follow-up student's work.

4.3.Syllabus

The course will address the following topics:

SECTION I. ELABORATION OF ACCOUNTING STATEMENTS

Topic 1: Communication of accounting information. The annual accounts

Topic 2: The Balance Sheet

Topic 3: The Profit and Loss Account

SECTION II: ECONOMIC-FINANCIAL ANALYSIS OF THE TOURISM COMPANY

Topic 4: Analysis of financial statements

Topic 5: Analysis of the short-term economic-financial situation

Topic 6: Analysis of the solvency of the tourist company

Topic 7: Analysis of the profitability of the tourist company

SECTION III: PLANNING

Topic 8: The business plan

Topic 9: Financial viability. Analysis of the investment needs - financing

4.4.Course planning and calendar

Further information concerning the timetable, classroom, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the "Facultad de Empresa y Gestión Pública" website.

4.5. Bibliography and recommended resources

AMAT, O. (2008): Análisis de balances: claves para elaborar un análisis de las Cuentas Anuales. Bresca Editorial.

ARCHEL DOMENECH, P. (2010): Estados Contables: elaboración, análisis e interpretación. Ed. Pirámide, Madrid.

GONZALEZ PASCUAL, J. (2010): *Análisis de la empresa a través de su información económico-financiera*. Ed. Pirámide, Madrid.

GONZALEZ PASCUAL, J. (2010): *Análisis de la empresa a través de su información económico-financiera. Aplicaciones prácticas*. Ed. Pirámide, Madrid.

LEY 16/2007, de 4 de julio, de reforma y adaptación de la legislación mercantil en materia contable para su armonización internacional con base en la normativa de la Unión Europea.

REAL DECRETO LEGISLATIVO 1514/2007, de 16 de Noviembre, por el que se aprueba el Plan General de Contabilidad.

REAL DECRETO LEGISLATIVO 1/2010, de 2 de julio, por el que se aprueba el texto refundido de la Ley de Sociedades de Capital.