

29105 - Organisation and administration of tourism businesses

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Course	1
Period	First semester
Subject Type	Basic Education
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process that is designed for this subject is based on the following:

The presentation of the different parts that make up the course for student knowledge, with bibliographic support and work in class on given bibliographic references an audiovisual related to the course, including videos, movies, blog posts and news.

5.2.Learning activities

29105 - Organisation and administration of tourism businesses

The program that the student is offered to help you achieve the expected results includes the following activities ...

Activities and organization:

1. Individual and group activities.
2. Case studies.
3. Exercises- problems.
4. Document Analysis.
5. Individual quizzes.
6. Individual work.

Working time (in hours)

Attendance to theoretical classes: 55

Attendance to practical classes: 35

Attendance to tutorials: 5

Various activities 5

Study: 73

5.3.Program

1. The company, the employer and the tourism sector.
2. The environment of the tourist company
3. The company as a system.
4. The management of the tourist company
5. The organization of the tourist company.

29105 - Organisation and administration of tourism businesses

6. Quality and social responsibility in tourism companies.

5.4.Planning and scheduling

The course Organization and Management of Tourism Companies includes 4 weekly classroom sessions whose concrete planning will be published on Moodle.

5.5.Bibliography and recommended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29105&Identificador=12770>