

Información del Plan Docente

Academic Year 2016/17

Academic center 177 - Escuela Universitaria de Turismo

Degree 445 - Degree in Tourism

ECTS 6.0 **Course** 3

Period First semester

Subject Type Compulsory

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

Methodology

It is intended that the student make learning continuously encouraging participation in lectures and through practical activities and work to be performed throughout the semester.



It will be valued what they have learned by performing theoretical examinations.

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Activities and related competences

- Class attendance and presentation of group work (EC3, EC5, EC6, EC23, CT6, CT9, CT10, CT11)
- Workshop Group work, solving practical cases (CE5, CE13, CE23, CE25, CT2, CT7)
- Work in a group (CT9, CT10, CT11)
- Written knowledge and theoretical and practical study (All)

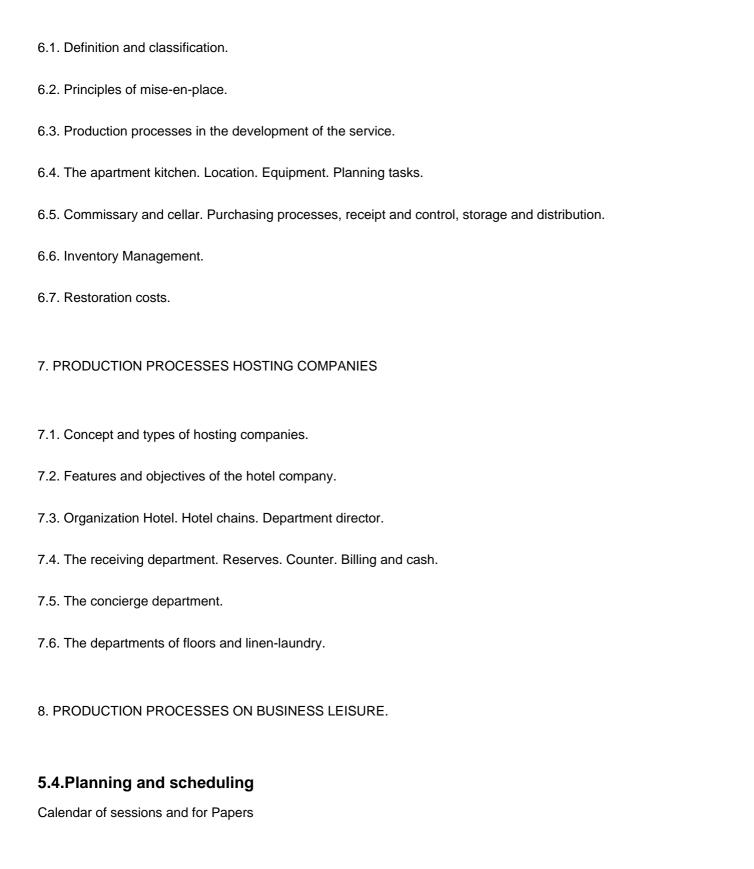
5.3.Program

- 1. PRODUCTION IN TOURISM COMPANIES.
- 1.1. The production subsystem: concept, elements and relationships.
- 1.2. The production management.
- 1.3. Scheduling production activities in tourism enterprises.
- 2. DECISIONS OF TOURIST COMPANY LOCATION.
- 2.1. Concept of location and factors affecting the location of the tourist company.
- 2.2. Models for determining the optimal location.
- 3. DIMENSIONS, CAPACITY AND OCCUPANCY IN TOURIST COMPANIES.



3.1. Definition of dimension, capacity and occupation.
3.2. Aspects of the business dimension.
3.3. Determining the optimal dimension in tourism enterprises.
3.4. Dimension and occupation: the operating leverage.
4. PRODUCTION PROCESSES ON BUSINESS TRANSPORT.
4.1. Air transport.
4.2. Road transport.
4.3. rail transport.
4.4. Water transport.
5. PRODUCTION PROCESSES IN TRAVEL AGENCIES.
5.1. Concept, regulation, classification and functions.
5.2. Retail travel agencies.
5.3. Travel agencies wholesalers.
5.4. The travel agency as an intermediary in the sale of air, rail and road transport.
5.5. The travel agency as an intermediary in the sale of accommodation and catering services.
5.6. The travel agency as an intermediary in the sale of tourist packages.
6 PROCESOS PRODUCTIVE ON BUSINESS RESTORATION





The Operations and Production Processes course includes 4 face Weekly sessions remaining Distributed as follows,



according to the academic calendar:
8 Hours in September
16 Hours in October
16 Hours in November
10 Hours in December
10 Hours in January
Accordingly, the following allocation of items is done:
Topics 1, 2 and 3 - Month for September
Topics 4 and 5 (Up to 5.5.) - Month October
Topic 5 (Continued) and item 6 - Month November
Topic 7 - Month of December
Topic 8 + overview of - Month of January
Through the platform moodle Students will be informed of the specific dates for the submission of work and different activities.
5.5.Bibliography and recomended resources

Bibliography: http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29124&Identificador=14813