29105 - Organisation and administration of tourism businesses

Syllabus Information

Academic Year: 2019/20
Subject: 29105 - Organisation and administration of tourism businesses
Faculty / School: 177 -

Degree: 445 - Degree in Tourism

ECTS: 6.0
Year: 1
Semester: First semester
Subject Type: Basic Education
Module:

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

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)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

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.

4.2.Learning tasks

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

4.3.Syllabus

1. The company, the employer and the tourism sector.
2. The environment of the tourist company
3. The company as a system.
4. Subsystem of operations and production.
5. Commercial subsystem.
6. Subsystem of financing
7. The management of the tourist company
8. The organization of the tourist company.
9. Quality and social responsibility in tourism companies.

4.4.Course planning and calendar

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

4.5.Bibliography and recommended resources