



# DEGREE: TOURISM

# **1. GENERAL DETAILS OF THE SUBJECT**

Name: Level:	MANAGEMENT AND ORG Second	ANIZATION OF TOURISM BUSIN	ESSES
Type: Credits (LRU / Year:	Basic ECTS): 6 2009	Compulsory Theoretical credits: 3	Elective subject Practical credits: 3
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# 2. DESCRIPTION

The purpose is to introduce students to the most significant aspects of management and organization, applied to the case of the tourism industry. We will try to find a answer to this basic question: Why some companies obtain sustained over time competitive advantages that result in achieving higher than those of its competitors results? For this, the importance of the strategy will be shown improving the competitiveness of the company, addressing not only issues relating to the formulation of the same, but also their implementation. With continuous references to tourism-related cases, issues of understanding of the environment, the internal valuation of the resources and capabilities, identifying key factors in the development of a competitive advantage and deployment of corporate strategy are addressed.

## **3. SITUATION**

## PREVIOUS KNOWLEDGE AND SKILLS:

- Capacity for analysis and synthesis
- Ability to organize and plan
- Basic general knowledge
- · Basic computer skills
- · Ability to retrieve and analyze information from different sources
- Troubleshooting
- Decision making
- · Critical capacity and self-criticism
- Teamwork
- Skills in interpersonal relationships
- · Recognition of diversity and multiculturalism
- · Ability to apply theory to practice
- Research Skills
- · Ability to learn
- Creativity
- · Understanding of cultures and customs of other countries
- Ability to work independently
- · Planning and conducting
- · Other skills and competences

**RECOMMENDATIONS:** 

Basic knowledge in management and tourism



# 4. SKILLS

## SPECIFIC SKILLS

• Conduct an assessment and selection of investments and choose among alternatives the most appropriate funding at any time

- Know the main political and administrative structures of tourism enterprises
- Converting an empirical research on an object and draw conclusions
- Rational process of decision making
- Have a strong customer service orientation
- Manage financial resources
- · Lead and manage the different types of tourism organizations
- · Understand the legal framework regulating the activities of tourism enterprises
- · Analyze the impact generated by tourism companies
- · Plan and manage human resources in tourism organizations
- Develop a business plan

## TRANSVERSAL GENERIC SKILLS

- Working in different sociocultural
- Define objectives, strategies and trade policies
- · know the objectives, strategies and planning instruments
- Analyze the economic dimension of tourism business
- Understand the principles of tourism enterprises and their environment.
- Understand the dynamic and evolving nature of the tourism enterprise

### 5. PURPOSES

In general, we will provide the student a concrete and real vision of the most important aspects of business management in general; apply these aspects to tourism businesses in particular, considering them as integral and fundamental social systems.

It offers a vision of the company not as an isolated entity but as an open and continuous exchange within the general environment in which it carries out its activity, an environment characterized by globalization, which causes the company is in continuous adaptation.

We offer the basic knowledge of business management: planning, organizing, directing and controlling.

It is intended that students learn to manage and run a business and knows the process for creating your own business.

#### 6. TEACHING METHODOLOGY AND TECHNIQUES

#### **METHODOLOGY**

<u>Theory</u>: Professor will provide students the theorical material to be read in class. Questions will be answered in class.

<u>**Practice:**</u> Case study methodology: Case studies will be used to allow application by students of technical knowledge, both working in groups or individually. Finally, these cases will be discussed in class.

<u>Teamwork:</u> We will commission a work group will discuss the practical application of all the syllabus of the course. Then the groups themselves will be those who will present in class



## **TEACHING TECHNIQUES**

Master class and discussion Tutorial session

x Practical lessons

Visits and trips

x Reading test

Others:

# 7. LIST OF TOPICS

## Part 1: Tourism Environment, Economic Development, Forecasting and Trends

- 1. The New Business Environment and Trends in Tourism
- 2. Futurecast Applied to Tourism
- 3. The Travel and Tourism Competitiveness Index as a Tool for Economic Development and Poverty
- Reduction
- 4. Fuzzy Time Series Forecasting

### Part 2: Integrated Management in Tourism

5. Consumer Behaviour in Tourism

## 6. Strategic Innovation in Tourism Business

- 7. The Transformation of Distribution Channels
- 8. Human empowerment, Management and Tourism
- 9. Operations Management in Tourism
- 10. Financial Management in Tourism
- 11. Financial Impact of Tourism Marketing

### Part 3: Strategic Vision and Management in Tourism

- 12. Strategic Planning and Performance Management
- 13. eTourism Strategy
- 14. Process-based Management in Tourism
- 15. International Strategies in Tourism

#### 8. REFERENCES

#### SPECIFIC

- Strategic Management in Tourism. Editado por Luiz Moutinho
- DECRETO 47/2004, de 10 de febrero, de establecimientos hoteleros.
- Orden 17-03-1965 de ordenación turística de Restaurantes.
- Organización, gestión y creación de empresas turísticas. Jesús Rivas García. Septem Ediciones. Ed 2011

#### <u>GENERAL</u>

#### OTHER SOURCES OF INFORMATION (INTERNET ADRESSES) http://www.promonegocios.net/mercadotecnia/empresa-definicion-concepto.html

http://www.promonegocios.net/empresa/mision-vision-empresa.html

http://recursos.cepindalo.es/file.php/196/ensenar\_emprender/telepizza.pdf http://es.wikipedia.org/wiki/Empresa#Clasificaci.C3.B3n\_de\_las\_empresas http://www.diplomadoenturismo.com/logratis/markerting/Tema%202.-%20La%20empresa%20turistica.pdf http://www.personconsulting.es/wp-content/uploads/2009/10/caso\_practico\_cultura\_empresarial\_2009.pdf http://www.mailxmail.com/curso-relaciones-laborales-organigrama/empresa-cultura-organizacional http://revistas.um.es/turismo/article/view/23351/22621

## 9. ASSESSMENT CRITERIA



The final assessment given to students in the course will be based on aspects such as: attendance, active participation in it, presentation of topics and an exam at the end of semester. These aspects will be assessed for the following 2 ways (mutually exclusive):

Assessment system A:

1. Attendance at least 80% of classes will be assessed 1 point.

2. Active participation in class (answer questions and exercises set ,...), be assessed with 1 point.

3. Partial testing on the knowledge assimilated in each thematic area will be assessed with a maximum of 5 points.

4. The preparation and presentation of a topic in class, away from the course or program of work identified will be assessed with a maximum of 3 points.

Assessment System B:

Who does not having fulfilled the prerequisite of attendance of at least 80% of classes must:

1. Carry out the accomplishment of a final exam will be assessed in proportion to the points previously accumulated by the students (and to be published in advance of it) through attendance and class participation, partial testing, etc.., And a maximum of 10 points.

Shall be exempt from the obligation to take the final exam for students who at the end of class meets at least the following conditions:

a) Have earned 1 point for attendance.

b) Have passed the partial tests conducted during the school year.

In this case, the final score is the arithmetic mean of those obtained by students in these subtests.

#### **10. TEACHING ACTIVITIES**

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams			
	Lessons	Students´ work	Lessons	Students' work	N٥	Length	Students´ work	Exams	Students' work	Units	
Week 1 <sup>a</sup>	3,0	4,0		1,0	1	1,0		1,0	2,0	1	
Week 2 <sup>a</sup>	2,0	4,0		1,0	2	1,0		1,0	2,0	1	
Week 3ª	3,0	4,0		1,0	3	1,0		1,0	2,0	2	
Week 4 <sup>a</sup>	2,0	4,0		1,0	4	1,0		1,0	2,0	2	
Week 5 <sup>a</sup>	3,0	4,0		1,0	5	1,0		1,0	2,0	2	
Week 6 <sup>a</sup>	3,0	4,0		1,0	6	1,0		1,0	2,0	3	
Week 7 <sup>a</sup>	0,0	4,0	2,0	1,0	7	1,0				3	
Week 8 <sup>a</sup>	3,0	4,0		1,0	8	1,0				3	
Week 9 <sup>a</sup>	4,0	4,0		1,0						3	
Week 10 <sup>a</sup>	1,0	4,0	2,0	1,0						4	
Week 11 <sup>a</sup>	4,0	4,0		1,0						4	
Week 12 <sup>a</sup>	4,0	4,0		1,0						4	
Week 13 <sup>a</sup>	1,0	4,0	2,0	4,0						5	
Week 14 <sup>a</sup>	4,0	4,0		1,0						5	
Week 15 <sup>a</sup>	1,0	4,0		1,0						5	
Week 16 <sup>a</sup>											
Week 17 <sup>a</sup>											
Week 18 <sup>a</sup>											
Week 19 <sup>a</sup>											

Week 20 <sup>a</sup>		['	<u> </u>	<u> </u>	[]	<u> </u>	['		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	TOTAL
Horas Totales	38	60	8	18	8	00,0	6	12	150

	Activities
N°	Description
1	caso 1.1.
2	caso 1.2.
3	caso 2.1.
4	caso 2.2.
5	caso 2.3.
6	caso 2.4.
7	caso 3.1.
8	caso 3.2.

Organization	
Theoretical and practical lessons (A)+(C)	46
Activities developed in the class (E)	8
Exams and test (G)	6
Attendance	60
Study (theory and practice) (B)+(D)	78
Preparation of the activities (F)	
Study for exams (H)	12
Students' work	90
TOTAL (STUDENTS' WORK)	150