

## DEGREE: **TOURISM**

### 1. GENERAL DETAILS OF THE SUBJECT

Name: **SETTING UP A TOURISM BUSINESS**

Level: **FOURTH**

Term: 2º

Type: ☐ Basic

☒ Compulsory

☐ Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 3

Practical credits: 3

Year: 2009

Lecturer: **JORGE MOLINA FARIÑAS**

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### 2. DESCRIPTION

Analysis of tourism organizations, these as systems, and within its environment. Structure of the tourism industry. Management of touristic PYME's.

How to set up a tourism business, paying special attention to the business plan, as a main way to have a successful experience.

Classes meant to be totally participative, working individually and also in groups.

### 3. SITUATION

#### PREVIOUS KNOWLEDGE AND SKILLS:

- Capacity for analysis and synthesis
- Ability to organize and plan
- Basic general knowledge
- Oral and written communication in your native language
- 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
- Leadership
- 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

#### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

The subject program is made especially for them.

## 4. SKILLS

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### 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
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### 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

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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.

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## 6. TEACHING METHODOLOGY AND TECHNIQUES

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### METHODOLOGY

**Theory:** Professor will provide students the theoretical material to be read in class. Questions will be answered in class.

**Practice:** 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.

**Teamwork:** 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

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## TEACHING TECHNIQUES

- ☐ Master class and discussion   ☐ Tutorial session   ☒ Practical lessons  
☐ Visits and trips   ☒ Reading test   ☐ Others: \_\_\_\_\_

## **7. LIST OF TOPICS**

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- UNIT 1.- INTRODUCTION TO ENTREPRENEURSHIP.
- UNIT 2.- TURISTICS BUSINESS' ORGANIZATION AND ADMINISTRATION.
- UNIT 3.- BUSINESS PLAN, NECESSARY INSTRUMENT.
- UNIT 4.- THE FINANCIAL STRUCTURE OF THE TURISTIC BUSINESS.
- UNIT 5.- ADMINISTRATIVE STEPS.

## **8. REFERENCES**

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### SPECIFIC

- Organización y Gestión de empresas turísticas. Cristóbal Casanueva Rocha. Julio García del Junco. Francisco Javier Caro González. Ed Pirámide 2000
- Tendencias en el sector turismo y modelo de ciudad. Por Antonio Martínez Gómez, director del plan estratégico Futurelx.
- 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

### GENERAL

#### OTHER SOURCES OF INFORMATION (INTERNET ADRESSES)

<http://www.promonegocios.net/mercadotecnia/empresa-definicion-concepto.html>

<http://www.promonegocios.net/empresa/definicion-empresarios.html>

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

[http://recursos.cepindalo.es/file.php/196/ensenar\\_emprender/telepizza.pdf](http://recursos.cepindalo.es/file.php/196/ensenar_emprender/telepizza.pdf)

<http://www.crecenegocios.com/los-objetivos-de-una-empresa/>

[http://es.wikipedia.org/wiki/Empresa#Clasificaci.C3.B3n\\_de\\_las\\_empresas](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://html.rincondelvago.com/gestion-de-la-empresa-turistica.html>

[http://www.personconsulting.es/wp-content/uploads/2009/10/caso\\_practico\\_cultura\\_empresaial\\_2009.pdf](http://www.personconsulting.es/wp-content/uploads/2009/10/caso_practico_cultura_empresaial_2009.pdf)

<http://www.mailxmail.com/curso-relaciones-laborales-organigrama/empresa-cultura-organizacional>

<http://revistas.um.es/turismo/article/view/23351/22621>

<http://pdf.rincondelvago.com/oferta-turistica.html>

<http://ficus.pntic.mec.es/ibus0001/servicios/transportes.html>

## **9. ASSESSMENT CRITERIA**

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[illegible]

Week 18 <sup>a</sup>										
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	<b>TOTAL</b>
<b>Horas Totales</b>	<b>38</b>	<b>60</b>	<b>8</b>	<b>18</b>		<b>8</b>	<b>00,0</b>	<b>6</b>	<b>12</b>	<b>150</b>

Activities	
Nº	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
<b>Attendance</b>	<b>60</b>
Study (theory and practice) (B)+(D)	78
Preparation of the activities (F)	
Study for exams (H)	12
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>