

UNIVERSITY CENTRE EUSA ATTACHED TO THE UNIVERSITY OF SEVILLE 2017 -2018



DEGREE: TOURISM

1. GENERAL	DETAILS OF THE SUB	JECT	
Name: Level:	SETTING UP A TOUR FOURTH	RISM BUSINESS Term: 2°	
Level.			
Type:	Basic	Compulsory	Elective subject
Credits (LRU	/ ECTS): 6	Theoretical credits: 3	Practical credits: 3
Year:	2009		
Lecturer: E-mail:	JORGE MOLINA FAR jmolina@eusa.es	RIÑAS	

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

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 disc	ussion 🗌 Tutorial session	x Practical lessons	
Visits and trips	x Reading test	Others:	

7. LIST OF TOPICS

- 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

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

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_empresarial_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





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

	Theoret	ical sessions	Practic	al sessions		Activity Exams				
	Lessons	Students' work	Lessons	Students' work	N°	Length	Students' work	Exams	Students' work	Units
Week 1 ^a	3,0	4,0		1,0	1	1,0		1,0	2,0	1
Week 2 ^a	2,0	4,0		1,0	2	1,0		1,0	2,0	1
Week 3 ^a	3,0	4,0		1,0	3	1,0		1,0	2,0	2
Week 4 ^a	2,0	4,0		1,0	4	1,0		1,0	2,0	2
Week 5 ^a	3,0	4,0		1,0	5	1,0		1,0	2,0	2
Week 6 ^a	3,0	4,0		1,0	6	1,0		1,0	2,0	3
Week 7 ^a	0,0	4,0	2,0	1,0	7	1,0				3
Week 8 ^a	3,0	4,0		1,0	8	1,0				3
Week 9 ^a	4,0	4,0		1,0						3
Week 10 ^a	1,0	4,0	2,0	1,0						4
Week 11 ^a	4,0	4,0		1,0						4
Week 12 ^a	4,0	4,0		1,0						4
Week 13 ^a	1,0	4,0	2,0	4,0						5
Week 14 ^a	4,0	4,0		1,0						5
Week 15 ^a	1,0	4,0		1,0						5
Week 16 ^a										
Week 17 ^a										

Week 18 ^a									
Week 19 ^a									
Week 20 ^a									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	TOTAL
Horas Totales	38	60	8	18	8	0.00	6	12	150

	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
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