

Syllabus of the course “Analysis of the tourism sector”

I. IDENTIFICATION

- ✓ **Course name:** Analysis of the tourism sector
- ✓ **Code:** 101194
- ✓ **Degree:** Tourism Degree
- ✓ **Academic course:** 2016-2017
- ✓ **Type of subject:** Compulsory
- ✓ **Credits ECTS (hours):** 6 ECTS (150 hours)
- ✓ **Teaching period:** 2nd Semester
- ✓ **Language of the course:** English
- ✓ **Lecturer:** Melissa Torres

II. PRESENTATION

This course aims to frame the first course students of the Degree in Tourism in the world of tourism; specifically the objective is to introduce them into the practice of the activities developed by different tourism companies existing in this industry. The student will study how tourism service and goods suppliers (i.e. public transportation companies, insurance companies, tour guides, etc.) operates, as well the operation of the intermediary tourist companies and hotel establishments.

This course has two different and complementary parts: one part is related to intermediary tourist companies, and the second part referred to the structure and operation of hotels as accommodation establishments of first order within the hospitality and tourism industry.

III. EDUCATIONAL OBJECTIVES, SPECIFIC COMPETENCIES AND LEARNING OUTCOMES

EDUCATIONAL OBJECTIVES

At the end of the course the student will be able to:

1. Identify the activities that comprehend the tourism industry in all areas (in particular, intermediary tourist companies and hotels).
2. Link the activities that comprehend the tourism industry in all areas (in particular, intermediary tourist companies and hotels), identifying their main characteristics.
3. Taking as a basis of the sector's perspective and the theoretical standpoint, argue how to further develop the tourism industry.
4. Analyse the economic dimension of tourism from the study of the subsectors (i.e. intermediary tourist companies, accommodation, restaurants and leisure, consultancy, etc.).
5. Differentiate and describe projects that may contribute to the development of the subsectors of the tourism industry.

SPECIFIC COMPETENCIES AND LEARNING OUTCOMES

COMPETENCY

CE1. To give proof that students have learned and understood the basic principles of tourism in all their dimensions and areas.

LEARNING OUTCOMES

CE1.3. To be able to identify and link the activities that comprehend the tourism industry in all areas (in particular, intermediary tourist companies and hotels).

COMPETENCY

CE5. To identify and assess the elements of the tourism system and the relation existing between them and the environment, as well as its impact.

LEARNING OUTCOMES

CE5.4. To link the activities that comprehend the tourism industry in all areas (i.e. intermediary tourist companies, accommodation, restaurants and leisure, consultancy, etc.), identifying their main characteristics.

COMPETENCY

CE10. To argue with critical thinking the real framework of the tourism industry from different perspectives such as: theoretical, ideological, and best practices.

LEARNING OUTCOMES

CE10.1. To argue the way the tourism industry should evolve using the insight of the industry and the theoretical perspective.

IV. TRANSVERSAL COMPETENCIES

- CT1. To develop the capacity of learning in an autonomous way.
- CT2. The capacity of self-assessing the knowledge obtained along the course.
- CT4. To be aware and implement of communication technics at all levels.
- CT6. To plan, manage and coordinate the team work, creating synergies and cultivate empathy.
- CT9. To act with respect for the environment, as well as for the social and cultural context.
- CT10. Team work.
- CT11. To plan and accomplish activities bearing in mind quality and sustainability aspects.

V. SUBJECT AND CONTENT

I PART: Intermediary tourist companies

- Lesson 1. The intermediation tourist activities related to the tourism product and new distribution systems applied to tourism products and services.
- Lesson 2. Structure, management, and operations of intermediary tourist companies.
- Lesson 3. The creation of a tourist product. Design and promotion of travel packages.
- Lesson 4. Estimation, budgeting and invoicing of tourist services.
- Lesson 5. Customer relation and selling techniques in intermediary tourist companies.

II PART: Hotels

- Lesson 1: Tourist accommodation. Hotels and hospitality industry. Regulation.
- Lesson 2: The hotel. Mission, vision, objectives, policies and strategies.
- Lesson 3: The hotel. The organisational and physical structure.
- Lesson 4: Rooms and Food and Beverage Divisions.
- Lesson 5: Other hotel Divisions.

VI. BIBLIOGRAPHY

- ABC International (1996): *Hotel and Travel Index*, New Jersey: Reed Travel Group.
- ABC International (1995): *ABC World Airways Guide*, New Jersey: Reed Travel Group.
- Albert, I (1995): *Gestión y técnicas de agencia de viajes*, Madrid: Editorial Síntesis. (Lessons 1, 2 i 3).
- Albert, I (1999): *Gestión, productos y servicios de las agencias de viajes*, Madrid: Editorial Ramón Areces. (Lessons 1, 3, 5, 6, 11, 12, 13, 14, 16 i 17).
- Asociación del Transporte aéreo Internacional (1994): *Manual del Agente de Viajes*, Montreal: IATA.
- Asociación del Transporte aéreo Internacional (1994): *Guía para la emisión de billetes*, Montreal: IATA.
- Asociación del Transporte aéreo Internacional (2002): *Programa Internacional de Capacitación en Viajes y Turismo*, Montreal-Ginebra: IATA.
- Bayón Mariné, F. i Martín Rojo, I. (2004): *Operaciones y Procesos de producción en el sector turístico*, Madrid: Editorial Síntesis. (Lessons 13 i 14).
- Fernández Gómez, C. i Blanco Castro, A. (1997): *Producción y venta de servicios turísticos en agencias de viaje*, Madrid: Editorial Síntesis. (Lessons 1, 3-6, 8 i 9).
- González, M.A. (1997): *Fundamentos teóricos y gestión práctica de las agencias de viajes*, Madrid: Editorial Síntesis. (Lessons 3, 4, 12 i 13).
- Iglesias, J.R. (1995): *Comercialización de productos y servicios turísticos*, Madrid: Editorial Síntesis. (Lesson 5).
- Montaner, J. (1996): *Estructura del mercado turístico*, Madrid: Editorial Síntesis. (Lessons 10, 14-17).
- Renfe (1996): *Manual de ventas*, Madrid: Renfe.
- Trasmediterránea (1989): *Instrucciones de viajes para las agencias de viaje*, Madrid: Trasmediterranea.
- Vogeler, C. i Hernández, E. (1997): *Estructura y organización del mercado turístico*, Madrid: Editorial Ramón Areces. (Lessons 3 i 7).
- Cerra, Javier ; Dorado, José A. ; Estepa, Diego ; Garcia, Pedro E. (1.997): *"Gestión de Producción de Alojamientos Turísticos"* – Col·lecció "Gestión Turística" ; Ed. Síntesis; 552 pages.

- Dorado, José Antonio (1.996): *“Organización y Control de Empresas en Hostelería y Turismo”* ; – Col·lecció "Ciclos Formativos FP Grado Superior Hostelería" ; Ed. Síntesis; 252 pages.
- Milio Balanzá, Isabel (2.000): *“Organización y Control del Alojamiento”* ; Ed. Paraninfo; 178 pages.
- Dorado, José Antonio; Cerra, Javier (1.996): *“Manual de Recepción y Atención al Cliente”* – Col·lecció "Ciclos Formativos FP Grado Superior Hostelería" ; Ed. Síntesis; 316 pages.
- López García, Socorro (2.003): *“Recepción y Atención al Cliente”*; Ed. Paraninfo; 183 pages.
- López Collado, Asunción (1.998): *“La Gobernanta”*; Ed. Paraninfo; 374 pages.
- Jiménez Garay, M^a Isabel (2.000): *“Regiduría de Pisos”*; Ed. Paraninfo; 131 pages.

Additional learning materials in digital format, as well as links to websites, will be provided via the Virtual Campus.

VII. TEACHING METHODOLOGIES

The course will be taught by using two different teaching methodologies:

- a) Master class sessions: Lecturer's presentation of the theoretical content of the program in a straight forward, systematic and organized way (students will find at the Virtual Campus the main slides on each topic). This methodology will be based on the students' participation in class; the lecturer will consider their contributions, reflections and doubts raised during the sessions.
- b) Practice sessions: In the practice sessions lecturers will present some practical coursework to complete during the course aligned with the theoretical topics covered during the masterclass sessions. Students will have to read some documentation suggested by the lecturers and do some practice connected with the reading (comments and understanding of the text). Students will also have to solve various exercises and activities related to the creation of touristic products
- c) Situated learning: Students will embed to class sessions their real experiences and learnings obtained as from visits of professional experts on the field of study and on-side visits. Students will have the chance to link theoretical topics learned in class to the real context where intermediary tourist companies and hotels operate.

VIII. ASSESSMENT

TWO ASSESSMENT ALTERNATIVES:

A) ONGOING ASSESSMENT AND FINAL VALIDATION TEST:

The ongoing assessment will consider results of individual and group assignments, group coursework, attendance and participation in class, as well as the score of the partial exams (one assessing the Part I and another one referred to Part II).

SINE QUA NON CONDITION in order to pass ongoing assessment considering that the course will have two parts: I - Intermediary tourist companies (50%) and II – Hotels (50%), in order to obtain the average for the final mark, students should obtain minimum a score of 5 out of 10.

Students that do not pass the course on ongoing assessment will be finally evaluated by means of a single evaluation, disregarding the marks obtained before.

B) SINGLE TEST: Final exam (will cover all the course topics).

It will take place on the date and time scheduled according to the academic calendar posted in the Official academic program of the school (EUTDH).

There will be a single final test which will not make a difference between those students who did not pass the ongoing assessment and those who did not follow it.

IX. MANAGEMENT OF THE STUDENT'S TIME OF DEDICATION

AGENCIES PART

TYPE	ACTIVITIES	HOURS	ECTS	LEARNING OUTCOMES
Guided activities	Theoretical classes	27	1.08	CE1.3, CE5.4.
	Case studies resolution	9	0,36	CE1.3, CE5.4.
Supervised activities	Academic tutoring	12	0,48	CE1.3, CE5.4.
Individual activities	Coursework preparation	15	0,60	CE1.3, CE5.4, CE10.1.
	Study	27	1.08	

TOTAL		90	3,60	
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HOTELS PART

TYPE	ACTIVITIES	HOURS	ECTS	LEARNING OUTCOMES
Guided activities	Theoretical classes	18	0,72	CE1.3, CE5.4.
	Case study resolution	6	0,24	CE1.3, CE5.4.
Supervised activities	Academic tutoring	8	0,32	CE1.3, CE5.4.
Individual activities	Coursework preparation	10	0,40	CE1.3, CE5.4, CE10.1.
	Study	18	0,72	
TOTAL		60	2,40	

X. TEACHING SCHEDULE

SETMANA	LESSON	MÈTODE	HORES
I PART: INTERMEDIARY TOURIST COMPANIES			
1	Lesson 1. The intermediation tourist activities related to the tourism product and new distribution systems applied to tourism products and services.	-Masterclass sessions (4)	4
2	Lesson 1. The intermediation tourist activities related to the tourism product and new distribution systems applied to tourism products and services.	-Masterclass sessions (3) - Practice sessions (1)	4
3	Lesson 2. Structure, management, and operations of intermediary tourist companies.	-Masterclass sessions (3) -Practice sessions (1)	4
4	Lesson 3. The creation of a tourist product. Design and promotion of travel packages.	-Masterclass sessions (3) -Practice sessions (1)	4
5	Lesson 3. The creation of a tourist product. Design and promotion of travel packages.	-Masterclass sessions (3) -Practice sessions (1)	4
6	Lesson 4. Estimation, budgeting and invoicing of tourist services.	-Masterclass sessions (3) -Practice sessions (1)	4
7	Lesson 5. Customer relation and selling techniques in intermediary tourist	-Masterclass sessions (3) -Practice sessions (1)	4

	companies.		
PART II: HOTELS			
8	Lesson 1: Tourist accommodation. Hotels and hospitality industry. Regulation.	-Masterclass sessions (4)	4
9	Lesson 1: Tourist accommodation. Hotels and hospitality industry. Regulation.	-Masterclass sessions (3) -Practice sessions (1)	4
10	Lesson 2: The hotel. Mission, vision, objectives, policies and strategies.	-Masterclass sessions (3) -Practice sessions (1)	4
11	Lesson 3: The hotel. The organisational and physical structure.	-Masterclass sessions (3) -Practice sessions (1)	4
12	Lesson 3: The hotel. The organisational and physical structure.	-Masterclass sessions (3) -Practice sessions (1)	4
13	Lesson 4: Rooms and Food and Beverage Divisions.	-Masterclass sessions (3) -Practice sessions (1)	4
14	Lesson 4: Rooms and Food and Beverage Divisions. Lesson 5: Other hotel Divisions.	-Masterclass sessions (3) -Practice sessions (1)	4

XI. ENTREPRENEURSHIP AND INNOVATION

This course includes some individual coursework that will imply the research of information in internet regarding the different topics covered during the course. The guidelines for the individual coursework will be posted on the virtual campus and the lectures, which will also include presentation terms and assessment (if applicable). This method ensures the students will accustom to use all the resources offered through the virtual campus.