

Introduction to Tourism Companies

Code: 104949
ECTS Credits: 6

| Degree | Type | Year | Semester |
|-----------------|------|------|----------|
| 2500894 Tourism | FB | 1 | 1 |

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

There are not prerequisites.

Objectives and Contextualisation

This course is the first one about business management included in the Bachelor's degree in Tourism. The course begins with the concept, elements and types of business firms. Then we study the managerial functions and tasks. All the aspects of the business strategy are discussed and developed, starting from strategic analysis (both internal and external) and strategic choices (both at a competitive level as at the corporate level). Throughout the course we will mostly emphasize companies or organizations that are related to the various tourist activities. Also, we will combine theoretical with practical activities.

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

1. Understand the fundamental aspects related to the company and its managerial functions, with special emphasis on the various tourism companies.
2. Know and understand the concepts and techniques related to the strategic direction of the company and its application in the field of tourism.
3. Entrepreneurship and innovation. In order to encourage the entrepreneurial spirit of students, we will work and discuss about entrepreneurship in the context of the managerial function and business strategy. Also, the course will analyze some case studies which involve the creation and development of a company in the field of tourism. Finally, the analysis of a real tourist company by students will include the analysis of its creation and subsequent evolution

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Behave responsibly towards the environment.
- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.

- Develop a capacity for independent learning.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Behave responsibly towards the environment.
2. Develop a capacity for independent learning.
3. Identify and apply the concepts of strategic management with regard to the tourism product and business.
4. Identify the concepts and theory underpinning a tourism business strategy.
5. Plan and manage activities on the basis of quality and sustainability.
6. Plan, organise and coordinate a work team, creating synergies and showing empathy.
7. Use communication techniques at all levels.
8. Work in a team.

Content

1. The firm
 - 1.1. Concept.
 - 1.2. Elements and functions.
 - 1.3. Classes. Tourist Companies. Practical case about the functions of a tourist company
2. The Managerial functions and Roles.
 - 2.1. Concept and managerial styles.
 - 2.2. Fundamental managerial tasks
 - 2.3. Instrumental managerial tasks. The entrepreneur.
3. Business Strategy.
 - 3.1. Concept and elements of strategy.
 - 3.2. Different levels.
 - 3.3. The strategy process. Practical case about the strategy process in a tourist company
4. Internal Analysis.
 - 4.1. Functional analysis and strategic profile.
 - 4.2. The value chain.
 - 4.3. Analysis of resources and capabilities.
5. Analysis of the external environment.
 - 5.1. Analysis of the general environment.
 - 5.2. Analysis of the specific environment.
 - 5.3. Recent tendencies in tourism. Practical case about Porter's five forces analysis in a tourist industry

6. Competitive Strategy.

6.1. Competitive advantage: nature and sources.

6.2. Generic competitive strategies.

6.3. Strategy and industrial life cycle.

7. Corporate Strategy.

7.1. Strategic development: directions.

7.2. Vertical integration and diversification.

7.3. International strategy and cooperation.

Methodology

Throughout the course we will combine theoretical sessions (lectures) with practical sessions (case studies), encouraging participation and teamwork by students. Also, all students will have a work in small groups to analyze a real tourist company, perform some fieldwork and in class presentation of relevant findings.

Planning:

| WEEK | TOPIC | METHOD | HOURS |
|--------|--------------------------------------|-------------------|-------|
| 1, 2 | The Firm | Lecture and cases | 6 |
| 3, 4 | The managerial functions and roles | Lecture and cases | 6 |
| 5, 6 | Business strategy | Lecture and cases | 6 |
| 7, 8 | Internal analysis | Lecture and cases | 6 |
| 9, 10 | Analysis of the external environment | Lecture and cases | 6 |
| 11, 12 | Competitive strategy | Lecture and cases | 6 |
| 13, 14 | Corporate strategy | Lecture and cases | 6 |
| 15 | Teamwork | Presentations | 6 |

Activities

| Title | Hours | ECTS | Learning Outcomes |
|-----------------------------|-------|------|---------------------|
| Type: Directed | | | |
| Case discussion and solving | 10 | 0.4 | 2, 4, 7, 6 |
| Theory lectures | 35 | 1.4 | 1, 4, 7, 8 |
| Work presentation | 1 | 0.04 | 2, 3, 4, 7, 5, 6 |
| Type: Supervised | | | |
| Tutoring | 10 | 0.4 | 4, 6 |
| Type: Autonomous | | | |
| Case Solving | 4 | 0.16 | 2, 3, 4, 7, 5, 6, 8 |
| Homework | 25 | 1 | 2, 3, 4, 7, 5, 6 |
| Study | 58 | 2.32 | 2, 3, 4, 7, 5, 6, 8 |

Assessment

The evaluation of the course will consist in two written exams (30% +30% of the final grade) as well as the presentation about a tourist company already mentioned (25%) and discussion case studies throughout the course (15%). A *sine qua non* condition to pass for the course: the student must have passed (with a grade greater than or equal five) the examinations and the presentation.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--------------------|-----------|-------|------|---------------------|
| Case discussion | 20 | 2 | 0.08 | 1, 2, 3, 7, 5, 6, 8 |
| Exam part 1 | 30 | 1 | 0.04 | 3, 4, 5 |
| Theory Exam part 2 | 30 | 1 | 0.04 | 3, 4, 5 |
| Work presentation | 20 | 3 | 0.12 | 3, 4, 8 |

Bibliography

Teaching and class material will be posted in the Campus Virtual (Moodle)

BESANKO, D., D. DRANOVE, M. SHANLEY & S. SHAEFER (2010): Economics of Strategy, 5.^a Ed. John Wiley and Sons, Nueva York.

CASANUEVA, C., GARCÍA DELJUNCO, J. & CARO, F.J. (2000): Organización y gestión de empresas turísticas. Ediciones Pirámide, Madrid.

ENZ, C. A. (2009): Hospitality Strategic Management: Concepts and Cases, 2da. Ed., John Wiley and Sons, Nueva Jersey.

GRANT, R. M. (2012): Contemporary strategy analysis: text and cases. Hoboken, N.J.: Wiley; Chichester : John Wiley [distributor], 8th ed.

MARTÍN ROJO, I. (2000): Dirección y gestión de empresas del sector turístico. Ediciones Pirámide, Madrid.

NAVAS, J. E. & GUERRAS, L. A. (2007): La dirección estratégica de la empresa. Teoría y aplicaciones. Editorial Civitas, Madrid.

VECIANA, J.M^a. (1999): Función directiva. Servei de Publicacions de la UAB, Bellaterra (Cerdanyola del Vallès).