

Analysis of the Tourism Sector

Code: 101194
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OB	1	2

Contact

Name: Beatriz Santolalla Garcia
Email: beatriz.santolalla@uab.cat

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

Other comments on languages

Grup del Grau de Turisme en anglès

Teachers

Sonia García Jiménez
José Antonio Ortiz García

External teachers

JoseAntonio.Ortiz@uab.cat
sonia.garcia@uab.cat

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

This course aims to define the first course for students in 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 the structure and operation of hotels as accommodation establishments of first order within the hospitality and tourism industry, and the second part referred to intermediary tourist companies.

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

1. Identify and relate the activities that conform the tourist sector in all its fields (travel agencies, hotels, restoration and leisure, consulting...)
2. Relate the activities that conform the tourist sector in all its fields, (travel agencies, hotels, restoration and leisure, consulting,...), distinguishing their differential elements.
3. Argue through the vision of the sector and the theoretical prospect, how the tourist sector has to be developed.
4. Analyse the economic dimension of tourism from the study of its subsectors (travel agencies, hotels, restoration and leisure, consulting,...).
5. Distinguish and describe projects for the tourist development of the different subsectors of the tourist sector
6. Work as a team / demonstrate orientation and culture service based on respect for diversity and plurality of ideas, people and situations.

Competences

- Behave responsibly towards the environment.
- Critically interpret the context in which the tourism sector operates, from different perspectives deriving from theory, ideology and good practice.
- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.
- Develop a capacity for independent learning.
- Identify and evaluate the elements of a tourism system and how they interact with and impact the environment.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Self-assess the knowledge acquired.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Argue how best to develop the tourism sector, based on theory and personal insights.
2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Identify and relate the activities that pertain to the tourism sector in all its areas: travel agencies, hotels, catering, leisure, consultancies, etc.
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. Relate the activities that make up all areas of the tourism sector (travel agencies, hotels, catering, leisure, consultancies, etc.), Single out their differential features.
8. Self-assess the knowledge acquired.
9. Use communication techniques at all levels.
10. Work in a team.

Content

I PART: Hotels (24 hours)

Unit 1: Organization of Hotels and Human Resources.

Unit 2: Front Office department.

Unit 3: Concierge department.

Unit 4: Housekeeping department.

Unit 5: Other services: technical services, engineering and maintenance.

II PART: Intermediary Companies (32 hours)

Unit 1. The tourism intermediary companies, typologies, organization, functions.

Unit 2. The intermediary companies and the tourism suppliers.

Unit 3. Information and documentation for intermediary companies. New approaches.

Unit 4. The design of a tourist product: the package travel and the catalogue.

Unit 5. The management of the intermediary companies.

Methodology

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 Aula Moodle 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 assignments to complete during the course aligned with the theoretical topics covered during the masterclass sessions. Students will have to read some documents 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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study resolution	15	0.6	4, 7
Master Classes	45	1.8	2, 4, 7
Type: Supervised			
Academic tutoring	20	0.8	4, 7
Type: Autonomous			
Study	43	1.72	1, 3, 4, 7, 8

Assessment

THREE ASSESSMENT OPTIONS:

A) CONTINUOUS ASSESSMENT AND FINAL ASSESSMENT:

The continuous assessment will be assessed as follows:

Hotels section:

- a) Final exam, 24% final grade. It will be about the theory done from the master classes.
- b) Assignment with academic tutoring, 16% final grade. An academic and correct presentation will be assessed.

Intermediary companies section:

- a) Final exam, 36% final grade. It will be about the theory done from the master classes.
- b) Assignment with academic tutoring, 24% final grade. An academic and correct presentation will be assessed.

The continuous assessment will consider results of individual and group assignments, class participation, practices, autonomous activities, among others, as well as the score of the 2 partial exams.

Students that are not passing the continuous assessment are going to be assessed with a single assessment (final exam).

B) FINAL EXAM / SINGLE ASSESSMENT.

Instead of continuous assessment, students have the option to take the final exam, if they can prove they are not able to attend classes because they are attending other classes or they are repeat students, previous notification to the professor by mail.

The final exam will take place on the date and time scheduled according to the academic calendar posted in the official academic program of the school (EUTDH). The grade of the final exam will be 100% of the final grade. A minimum of 5 points will be required to pass the exam.

C) RETAKE EXAM:

Students with a grade equal or more than a 3.5 and less than a 5 in the final exam will have the chance to retake the exam according to the calendar of the academic activities, which is outlined in the students' guide or on the school's website. If these students pass the retake exam, their final grade will be 5.

Typology of exam depending on the professor of the subject.

CONDITION Sine qua non TO OBTAIN THE ACREDITATION OF THE SUBJECT: the subject presents two sections "Hotels" (40% of the final grade) and "Intermediary companies" (60% of the final grade). The student must arrive to a minimum score of 4 out of 10 in each part of the subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assignment (Hotels)	16%	10	0.4	1, 2, 4, 5, 6, 7, 10
Assignment (Intermediary tourist companies)	24%	15	0.6	1, 2, 4, 9, 5, 6, 7, 10
Exam (Hotels)	24%	1	0.04	1, 3, 4, 7, 8
Exam (Intermediary tourist companies)	36%	1	0.04	1, 3, 4, 7, 8

Bibliography

1. Cooper, C. (2016): Essentials of tourism. Editorial Pearson.
2. Fletcher, J. y Fyall, A. (2013): Tourism, principles and practice. Editorial Pearson.

3. Asociación del Transporte aéreo Internacional (1994): *Manual del Agente de Viajes*, Montreal: IATA.
4. Asociación del Transporte aéreo Internacional (1994): *Guía para la emisión de billetes*, Montreal: IATA.
5. Asociación del Transporte aéreo Internacional (2002): *Programa Internacional de Capacitación en Viajes y Turismo*, Montreal-Ginebra: IATA.
6. Bayón Mariné, F. i Martín Rojo, I. (2004): *Operaciones y Procesos de producción en el sector turístico*, Madrid: Editorial Síntesis.
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.
8. Dorado, José Antonio (1.996): *"Organización y Control de Empresas en Hostelería y Turismo"* ; - Col·lecció "Ciclos Formativos FP Grado Superior Hostelería" ; Ed. Síntesis.
9. Dorado, José Antonio ; Cerra, Javier (1.996): *"Manual de Recepción y Atención al Cliente"* - Col·lecció "Ciclos Formativos FP Grado Superior Hostelería" ; Ed. Síntesis.
10. López García, Socorro (2.003): *"Recepción y Atención al Cliente"*, Ed. Paraninfo.
11. López Collado, Asunción (1.998): *"La Gobernanta"*, Ed. Paraninfo.
12. Milio Balanzá, Isabel (2.000): *"Organización y Control del Alojamiento"* ; Ed. Paraninfo.
13. Olmos Juárez, L. i García Cebrián, R. (2016): *Estructura del mercado turístico*, Madrid: Ediciones Paraninfo.
14. Renfe (1996): *Manual de ventas*, Madrid: Renfe.
15. Trasmediterránea (1989): *Instrucciones de viajes para las agencias de viaje*, Madrid: Trasmediterranea.
16. Jiménez Garay, Mª Isabel (2.000): *"Regiduría de Pisos"*, Ed. Paraninfo.
17. https://cataleg.uab.cat/iii/encore/record/C__Rb2093837__SThe%20Routledge%20Companion%20to%20Ilang=cat&suite=def

Other digital supporting material and links to web sites will be offered at Virtual Campus as a complement.

Software

There is no specific software.