# UAB
## Universitat Autònoma de Barcelona

**Tourist Office Management**

Code: 101225
ECTS Credits: 3

| Degree | Type | Year | Semester |
|---|---|---|---|
| 2500894 Tourism | OT | 4 | 1 |

## Contact

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## Teaching groups languages

To check the language/s of instruction, you must click on "Methodolody" section of the course guide.

## Teachers

Philippe Verdoodt

## Prerequisites

There are no prerequisites

## Objectives and Contextualisation

On completing this subject, students should be able to:

- Understand the mission, the environment and the planning of tourist offices, as well as their different functions or tasks
- Know how to design the services of the tourist offices and to learn about the public and / or users of these services.
- Organize, design and provide these services.
- Learn the professional competencies required for each of the functions of the tourism office, as well as the conditions and infrastructure required to carry out the services in an effective and appropriate way.
- Learn how to perform quality control in order to achieve an adequate level of customer satisfaction

Gender Equality Activities will be applied in this course to indicate the importance of this question for students personal and professional development.

## 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.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Use communication techniques at all levels.
- Work in a team.

## Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Develop the principles and criteria of sustainability and quality management in tourism and extend them to other activities.
3. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
4. Identify and apply the elements of public law (administrative law, tax law and tourism law) and private law that regulate certain tourism activities and entities.
5. Identify objectives and strategies of the different components of the tourism sector: travel agencies, tourist offices, organisation of conferences and other events, theme parks, etc.
6. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
7. Show initiative and an entrepreneurial approach in the case of departments, activities, functions and entities of other types, to improve tourism management.
8. Use communication techniques at all levels.
9. Work in a team.

## Content

Topic 1. The concept of Tourist Office. Modalities, functions and regulation

Topic 2. Users of the Tourist Office. Partners. Public and private sector.

Topic 3. The professionals of the Tourist Office

Topic 4. Services catalogue of the tourist office. Comparing systems

Topic 5. Tourist Information. Services at the destination.

Topic 6. Comunication of the destination. Internet and Social networks

Topic 7. Quality and innovation

## Methodology

Language of the course: English

The course will have distinct dynamics methodological

- Theoretical session of the course: Sessions methodology combined magistral and practices classes. The classes will, often, audiovisual (viewing of a video to support the theory, power point presentations, etc.).
- Methodology for the practical part of the subject: Production and presentation in class exercises related to create a new tourist product. The process of implementation and clarification of queries performed entirely in a virtual environment.
- Methodology the learning part of the course (Virtual Campus): Campus platform virtual be used as a primary environment for the exchange of information, consultation and debate. Participation is mandatory.

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 | | | |
| Classroom | 16 | 0.64 | 4, 5, 8, 3 |
| Type: Supervised | | | |
| Online work | 12 | 0.48 | 7, 2, 4, 5, 8 |
| Tutorials | 13 | 0.52 | 7, 5, 8 |
| Type: Autonomous | | | |
| Students Work | 6 | 0.24 | 1, 2, 5, 6 |
| Study | 20 | 0.8 | 1, 2, 4, 5, 3, 9 |

## Assessment

The evaluation of this subject will consist of:

- Participation in the virtual classroom, with a value of 30%
- The work papers and oral presentations in class, with a value of 40%
- One exam, where both theoretical issues and aspects related to the practical part of the subject will be considered, with a value of 30%

To pass the subject (both continuous assessment and single assessment), the exam and practical work must be done. The subject can not be passed only with the exam.

## Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---|---|---|---|---|
| Online Activities | 30% | 0 | 0 | 1, 2, 8, 6 |

| | | | | |
|---|---|---|---|---|
| Oral Presentations, Works | 40% | 6 | 0.24 | 7, 2, 5, 8, 6, 3, 9 |
| Theorical Exam | 30% | 2 | 0.08 | 1, 4 |

## Bibliography

Arcarons, R., González, F., Miralbell, O. i Pallàs, J.M. (2010). Gestión Pública del Turismo, Editorial UOC, Barcelona.

Chías J. (1991). El Mercado Son Personas. McGraw-Hill. Madrid

Miralbell, O. (2011). Gestión de Oficinas de Turismo. Editorial UOC, Barcelona.

## Software

There isn't.