

## Introduction to Tourism Companies

Code: 104949  
ECTS Credits: 6

2024/2025

Degree	Type	Year
2500894 Tourism	FB	1

### Contact

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### Teaching groups languages

You can view this information at the [end](#) of this document.

### 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. Value creation and profitability.

#### 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. Management and entrepreneurship. The entrepreneurial profile: a gender perspective.

### 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.

#### 4.4. Financial resources and investment decisions.

- 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.

## Activities and Methodology

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

Tecahing language

Grau de Turisme: Spanish

Grau de Turisme en Anglès: English

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

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case discussion	20	2	0.08	1, 2, 3, 5, 6, 7, 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

The evaluation of the subject will be carried out by carrying out two written exams (each one explains 30% of the final grade), as well as by carrying out and presenting the analysis work of a hotel company (25%) and by the discussion of practical cases throughout the course (15%). A sine qua non condition to obtain accreditation

for the subject: it will be necessary to have passed (with a grade greater than or equal to 5) both the exams and the analysis work.

#### Single evaluation

If you do not follow the continuous evaluation or suspend it on the official dates established, a single evaluation may be carried out. This evaluation will be performed by a written exam with two parts (each one explains 30% of the final mark), as well as by carrying out and presenting an analysis of a hotel company (40%).

#### Re-evaluation.

It is aimed at students who have obtained a grade equal to or greater than 3.5 and less than 5 in the single evaluation. The qualification of this re-evaluation will not exceed 5 as the final grade. The modality of the reassessment exam will be defined by the professors of the subject.

The re-evaluation exam for the students who have opted for a single evaluation will be the same as that of the rest of the students and to take the re-evaluation. It will be necessary that they have obtained at least a 3.5 in the set of evidences of which record the single evaluation.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

## 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.<sup>a</sup> 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. (2020): Dirección y gestión de empresas del sector turístico. 6<sup>a</sup> edición. 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<sup>a</sup>. (1999): Función directiva. Servei de Publicacions de la UAB, Bellaterra (Cerdanyola del Vallès).

## Software

Spreadsheets management (MS Office Excel)

## Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed