

**Información del Plan Docente**

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	177 - Escuela Universitaria de Turismo
<b>Degree</b>	445 - Degree in Tourism
<b>ECTS</b>	6.0
<b>Year</b>	3
<b>Semester</b>	First semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

**1.General information****1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview****Methodology**

It is intended that the student make learning continuously encouraging participation in lectures and through practical activities and work to be performed throughout the semester.

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It will be valued what they have learned by performing theoretical examinations.

### 5.2.Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities ...

Activities and related competences

- Class attendance and presentation of group work (EC3, EC5, EC6, EC23, CT6, CT9, CT10, CT11)
- Workshop - Group work, solving practical cases (CE5, CE13, CE23, CE25, CT2, CT7 )
- Work in a group (CT9, CT10, CT11)
- Written knowledge and theoretical and practical study (All)

### 5.3.Syllabus

#### 1. PRODUCTION IN TOURISM COMPANIES.

- 1.1. The production subsystem: concept, elements and relationships.
- 1.2. The production management.
- 1.3. Scheduling production activities in tourism enterprises.

#### 2. DECISIONS OF TOURIST COMPANY LOCATION.

- 2.1. Concept of location and factors affecting the location of the tourist company.
- 2.2. Models for determining the optimal location.

#### 3. DIMENSIONS, CAPACITY AND OCCUPANCY IN TOURIST COMPANIES.

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3.1. Definition of dimension, capacity and occupation.

3.2. Aspects of the business dimension.

3.3. Determining the optimal dimension in tourism enterprises.

3.4. Dimension and occupation: the operating leverage.

### **4. PRODUCTION PROCESSES ON BUSINESS TRANSPORT.**

4.1. Air transport.

4.2. Road transport.

4.3. rail transport.

4.4. Water transport.

### **5. PRODUCTION PROCESSES IN TRAVEL AGENCIES.**

5.1. Concept, regulation, classification and functions.

5.2. Retail travel agencies.

5.3. Travel agencies wholesalers.

5.4. The travel agency as an intermediary in the sale of air, rail and road transport.

5.5. The travel agency as an intermediary in the sale of accommodation and catering services.

5.6. The travel agency as an intermediary in the sale of tourist packages.

### **6. PROCESOS PRODUCTIVE ON BUSINESS RESTORATION.**

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6.1. Definition and classification.

6.2. Principles of mise-en-place.

6.3. Production processes in the development of the service.

6.4. The apartment kitchen. Location. Equipment. Planning tasks.

6.5. Commissary and cellar. Purchasing processes, receipt and control, storage and distribution.

6.6. Inventory Management.

6.7. Restoration costs.

### **7. PRODUCTION PROCESSES HOSTING COMPANIES**

7.1. Concept and types of hosting companies.

7.2. Features and objectives of the hotel company.

7.3. Organization Hotel. Hotel chains. Department director.

7.4. The receiving department. Reserves. Counter. Billing and cash.

7.5. The concierge department.

7.6. The departments of floors and linen-laundry.

### **8. PRODUCTION PROCESSES ON BUSINESS LEISURE.**

## **5.4.Course planning and calendar**

Calendar of sessions and for Papers

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The Operations and Production Processes course includes 4 face Weekly sessions remaining Distributed as follows, according to the academic calendar:

8 Hours in September

16 Hours in October

16 Hours in November

10 Hours in December

10 Hours in January

Accordingly, the following allocation of items is done:

Topics 1, 2 and 3 - Month for September

Topics 4 and 5 (Up to 5.5.) - Month October

Topic 5 (Continued) and item 6 - Month November

Topic 7 - Month of December

Topic 8 + overview of - Month of January

Through the platform moodle Students will be informed of the specific dates for the submission of work and different activities.

### 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

**BB**

Dorado J.A. y Cerra, J.. Manual de recepción y atención al cliente . Madrid: Síntesis, 1994

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- BB** González Cobreros, María de los Angeles. Fundamentos teóricos y gestión práctica de las agencias de viaje. Madrid: Síntesis, 1998
- BB** Martín Rojo, Inmaculada. Dirección y gestión de empresas del sector turístico . 3a. ed. Madrid : Pirámide, D.L. 2009
- BB** Sánchez Feito, J.M. Procesos de servicio en restauración . Madrid: Síntesis, 2000
- BC** Figuerola Palomo, Manuel. Economía para la gestión de las empresas turísticas. Vol. 2, (Producción y comercialización) . Madrid : Editorial Centro de Estudios Ramón Areces, D.L. 1995
- BC** [s.n.]. Fundamentos de economía y administración de empresas / dirección y coordinación Alfredo Aguirre Sádaba . Madrid : Pirámide, D.L.1992