

## 29105 - Organisation and administration of tourism businesses

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 29105 - Organisation and administration of tourism businesses

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 445 - Degree in Tourism  
616 - Degree in Tourism

**ECTS:** 6.0

**Year:** 1

**Semester:** 445 - First semester

616 - Second semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The main goal of the subject is to provide the student with a basic knowledge of the company, its different divisions and its environment, as well as general knowledge about business management, management and administration, considering the particularities of the tourism company.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), such that the acquisition of the subject learning results provides training and competence to contribute to some extent to their achievement:

- Goal 8: Decent Work and Economic Growth
- Goal 10: Reduction of Inequalities
- Goal 11: Sustainable Cities and Communities

### 2. Learning results

- Know, distinguish and identify the different types of existing companies, in general, and of tourism entities, in particular.
- Know and be able to analyze the scope of action of tourism companies and the different sociocultural environments in which they develop their activities.
- Understand the functioning and operating procedures of tourism enterprises through the analysis of the enterprise as a system.
- Know and analyze the internal functioning of tourism entities and the different subsystems into which they are divided.
- Know the basics of business management and the management process and the organizational structure of tourism entities.
- Know and apply the appropriate scientific methodology in the resolution of practical cases.
- Develop social skills and the ability to work as part of a team

### 3. Syllabus

UNIT 1. The company, the entrepreneur and the tourism sector

UNIT 2. The tourism business environment

UNIT 3. The tourism enterprise as a system. The subsystems of the tourism enterprise

UNIT 4. The administration of the tourism company. The management subsystem

UNIT 5. Operations and production subsystem

UNIT 6. Commercial subsystem

UNIT 7. Financing subsystem

UNIT 8. The organization of tourism companies

UNIT 9. Quality and social responsibility in the tourism enterprise

### 4. Academic activities

Attendance to theoretical classes: 30 hours

Attendance to practical classes: 30 hours

Attendance to tutorials: 5 hours

Autonomous work of the students: 80 hours  
Examinations and presentation of work: 5 hours

## 5. Assessment system

The student can choose between two modalities:

### 1. Continuous assessment system

Active student participation is required.

#### a) Theoretical contents (70%):

There will be 2 written tests during the semester.

A minimum score of 5 points is required to pass each of the tests in order to continue with this evaluation system.

#### b) Final group work (30%)

Realization and oral presentation of a group work that applies the concepts studied in the subject to a tourism company.

### 2. Overall assessment system

#### a) Theoretical contents (70%)

An individual test will be given at the end of the semester on the date established by the center.

In order to pass this written test, the student must obtain a minimum of 5.

#### b) Final individual or group work (30%)

Carrying out a work that applies the concepts studied in the course to a tourism company. In Moodle the script to be followed in such work will be indicated. The deadline for submitting this final paper will coincide with the date of the overall written test.

### Extraordinary call

Written test (theoretical and practical contents) on the date indicated by the center. This test will account for 100% of the grade.