

29105 - Organisation and administration of tourism businesses

Syllabus Information

Academic year: 2024/25

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: 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 and administration, considering the particularities of the tourism company.

2. Learning results

- Identify, analyse and solve problems by making decisions and playing a determined role within a team.
- Be able to solve cases taken from real life in which some elements of organisations are described that enable to make a diagnosis and propose different solutions.
- Develop a synthesis of the contexts described in the readings.
- Solve problems/exercises

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

It consists of the following activities:

a) Written assessment (45% of the final grade. To be able to mediate, it is necessary to obtain 5 out of 10 in each of them):

There will be 2 written tests during the semester.

To be able to mediate, it is necessary to obtain 5 out of 10 in each of them, in order to continue with this evaluation system.

b) Student portfolio (30% of the final grade. To be able to mediate, it is necessary to obtain 5 out of 10)

It will consist of a dossier of work that the student must submit on the dates proposed during the four-month period.

c) Final project of the subject (25% of the grade. To be able to mediate, it is necessary to obtain 5 out of 10).

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

2. GLOBAL ASSESSMENT

Individual written test with theoretical and practical content on the date indicated by the centre. This test will account for 100% of the final grade.

In order to pass this written test, the student must obtain a minimum of 5 out of 10.

6. Sustainable Development Goals

4 - Quality Education

10 - Reduction of Inequalities

11 - Sustainable Cities and Communities