



<b>Code - Course</b>	<b>061208 – Introduction to Tourism and Hospitality Management</b>				
<b>Type</b>	Compulsory	<b>Year</b>	1 <sup>st</sup>		
<b>Thematic Area</b>	Business and Tourism Services	<b>Credits</b>	6 ECTS		
<b>Teacher in charge of the course</b>	Nuria Louzao				
<b>In-class</b>	60 hours	<b>Teacher-led</b>	40 hours	<b>Individual</b>	50 hours

## BRIEF COURSE DESCRIPTION

This subject introduces students to the tourism sector and provides an overview of the different organizations that make up the sector.

It offers a wide perspective of the sector: ranging from the accommodation business, to the regulation systems, types of accommodation, management systems, services and functions.

From the tourism management perspective, the student will be able to know the different organizations and public and / or private companies existing in the sector, as well as the professional profiles that integrate them and their functions. This course provides the student with a solid basis for developing his or her career in the sector, through the knowledge of career opportunities and the profiles required in different fields.

## BASIC SKILLS

BS04- Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

## GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

GS05- Teamwork.

GS06- Be customer-oriented.

## SPECIFIC SKILLS

SS03- Understand the global tourism system and the evolutionary nature of its components' characteristics.



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SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

## LEARNING OBJECTIVES

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1. Understand the different dimensions of tourism and its development within a systemic conception: principles and foundations of global tourism.
2. Know the basic concepts of tourism, its different dimensions and interrelations, understanding its importance as an engine of development of human societies.
3. To know the general operation of the world tourism structure.
4. Know how to approach tourism from a historical perspective to the present time.
5. Know the different types of consumers and the evolution of their need and expectations.
6. Understand the determining factors of the tourist location.
7. Use sources of information related to tourism, reading and understanding legal texts.
8. Know the different products and destinations, especially those with an innovative and sustainable vision in the environment where they are developed.

## ACADEMIC CONTENTS

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### **INTRODUCTION TO TOURISM MANAGEMENT**

#### **UNIT 1. Introduction to the tourist phenomenon**

- 1.1 Concept, definitions
- 1.2 Historical overview of tourism
- 1.3 Organizations, institutions and tourist associations

#### **UNIT 2. The Phenomenon of Contemporary Tourism**

- 2.1 Economic impact
- 2.2 Social and cultural impact
- 2.3 Environmental impact
- 2.4 Technological incidence

#### **UNIT 3. Tourism and Territory**

- 3.1. Tourism Destination
  - 3.1.1. Definition and description of a tourism destination
  - 3.1.2. Types of tourism destinations
  - 3.1.3. Main national and international tourism destinations



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- 3.2 Interaction of tourism with territory
- 3.1.1. Infrastructures and equipment
  - 3.1.2. Introduction to mobility, analysis and interactions
  - 3.1.3. Transport and Accessibility systems

#### **UNIT 4. Tourism Agents**

- 4.1. Tourism demand: factors, motivations and their role in tourism dynamization
- 4.2. The tourist offer: the business community of the tourism sector
- 4.3. Participating agents of a destination

#### **UNIT 5. Tourism Management**

- 5.1. Tourism management areas. From local to global.
- 5.2. New models of tourism management: sales and disadvantages
- 5.3. Tourism management in a digital world

#### **UNIT 6. The business ecosystem of the Tourism Sector**

- 6.1. Tourism companies and services
- 6.2. Typology
- 6.3. Origin, evolution and development
- 6.4. Organizational structure of Tourism Companies

#### **UNIT 7. Intermediation companies**

- 7.1. Origen, evolution & development.
- 7.2 Leisure Tourism Intermediaries.
- 7.3 On-site travel agencies and OTAS. Meta-search engine.
- 7.4 Active Tourism companies
- 7.5 Professional Tourism intermediaries: Business travel & Business Events.

#### **UNIT 8. Tourist Transport Companies**

- 8.1 Origin, evolution and development. Liberalisation of the sector.
- 8.2. Air transport. Regulars, charters, CBC. Alliances. GDS and NFC
- 8.3. Rail transport. Tourist trains and high-speed trains.
- 8.4. Maritime transport. Ferries & cruise ships.
- 8.5. Land transport. Buses, Rent-a car and VTC.

#### **UNIT 9. Tourist Information Services and promotion**

- 9.1 Tourism Offices and Convention Bureau
- 9.2. Guidance services
- 9.3. The importance of promotion



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## **INTRODUCTION TO HOSPITALITY MANAGEMENT**

### **UNIT 1. The business ecosystem of the tourism sector**

- 1.1 Typology of hotel companies
- 1.2 Typology of tourist accommodations
- 1.3 Legislation and hotel classification
- 1.4 Models of hotel management, tips, advantages and inconveniences

### **UNIT 2. Organizational structure of a hotel company**

- 2.1 Elements business
- 2.2 Objectives and business strategies
- 2.3 Organization Charts
- 2.4 The main areas of hotel establishment

### **UNIT 3. Hotel Areas and Departments**

- 3.1 Rooms Area
  - 3.1.1 Front Desk Department
  - 3.1.2 Concierge Department
  - 3.1.3 Guest Services Department
  - 3.1.4 Guest Relations Department
  - 3.1.5 Housekeeping, Laundry Departments
  - 3.1.6 Maintenance Department
- 3.2 Sales and Marketing Area
  - 3.2.1 Sales Department
  - 3.2.2 Marketing Department
  - 3.2.3 MICE Department
  - 3.2.4 Reservations Department
- 3.3 Food and Beverage Area
  - 3.3.1 Restaurant Department
  - 3.3.2 Banquets Department
  - 3.3.3 Kitchen Department
  - 3.3.4 Purchasing Department

## **LEARNING METHODOLOGY**

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:



- [Detailed activities in the following section ]

## ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1 HM	Individual	10%	5%	4th week
Activity 2 HM	Group	20%	15%	13th Week
Activity 1 TM	Individual	10%	5%	10 <sup>th</sup> Week
Activity 2 TM	Group	20%	15%	Last Week
Final Exam	Individual	40%	60%	Exam Week
<b>Total</b>		<b>100%</b>	<b>100%</b>	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### Revision and Reassessment of the Course



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The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

## REFERENCES

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### **HOSPITALITY MANAGEMENT**

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