



Code - Course	061211 – Key skills in tourism business				
Type	Compulsory		Year	1 st	
Thematic Area	Companies organization and people management		Credits	3 ECTS	
Teacher in charge of the course			Kelly Robledo Dioses		
In-class	30 hours	Teacher-led	20 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

Tourism needs professionals who, in addition to having solid knowledge of the sector, are proactive, innovative, open to change and to the world, and most importantly, critical. As the tourism sector is in constant contact with the public and with the territories, its professionals must face the challenges of their work with a comprehensive and ethical training that allows them to generate a positive impact on society.

Therefore, the development of this subject aims to transfer to students the importance of managing attitudes, knowledge and significant skills for the management of their university studies and, mainly, aims to educate them for those decisions that affect their future as professionals in the tourism sector.

BASIC SKILLS

BS04- That students can convey information, ideas, problems, and solutions to both a specialist and a non-specialist audience.

GENERAL SKILLS

GS03- Have initiative and entrepreneurial spirit.

GS04- Have ethical commitment.

SPECIFIC SKILLS

SS09- Understand and use information technologies and information management systems in tourism.



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LEARNING OBJECTIVES

1. Understand the importance of managerial skills for the directions, organization and leadership of teams in tourism companies and organizations.
2. Make entrepreneurial proposals in the tourism sector with an innovative, prospective and proactive view of the dynamic and evolving nature of tourism and the leisure society.
3. Understand the importance of tourism political and administrative actors for the creation and development of entrepreneurial projects.
4. Know the basic principles of business and management.
5. Know the most current concepts and tools of planning, organization, direction, coordination and control.
6. Plan, organize, direct, coordinate and control the different departments of tourist companies.
7. Set up a flexible organizational structure that adapts to the conditions of the environment

ACADEMIC CONTENTS

1. INTRODUCTION TO KEY CONCEPTS

- 1.1. Conceptualisation of the term *competence*
- 1.2. Personal and social competences
- 1.3. Key competences of the professional in Tourism: cognitive, procedural and attitudinal competences

2. PROCEDURAL COMPETENCES: KNOW-HOW

- 2.1. Language competence
- 2.2. Communicative competence
- 2.3. Media and information competence
- 2.4. Storytelling
- 2.5. Technological competence in the tourism sector
- 2.6. Administrative and managerial skills in Tourism

3. ATTITUDINAL COMPETENCES: BEING

- 3.1. Emotional intelligence
- 3.2. Critical thinking
- 3.3. Empathy and relationship with others
- 3.4. Motivation, initiative and proactivity
- 3.5. Creativity and innovation



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- 3.6. Decision making and problem solving
- 3.7. Teamwork and leadership
- 3.8. Values and ethical commitment
- 3.9. Change management
- 3.10. Customer service orientation

4. TRANSVERSAL COMPETENCIES

- 4.1. Commitment and discipline
- 4.2. Time management and productivity
- 4.3. Organisation and planning
- 4.4. Ability to learn
- 4.5. Research skills
- 4.6. Networking
- 4.7. Negotiation

5. INTERCULTURAL COMPETENCES: CROSS-CULTURAL MANAGEMENT

- 5.1. Culture and personal relations
- 5.2. Culture and teamwork
- 5.3. Culture and business

LEARNING METHODOLOGY

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:

- Lectures
- Case studies
- Guide discussions
- Practical exercises
- Problem-based learning

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
Active participation	Individual	10%	-	
Activity 1	Individual/group	10%	10%	Week 4
Activity 2 (final activity): report delivery	Group	20%	20%	Week 11
Activity 2 (final activity): presentation	Group	20%	20%	Final presentations week
Final Exam	Individual	40%	50%	Final exams Week
Total		100%	100%	

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

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



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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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Chibás Ortíz, F. & Novomisky, S. (2022). *Navegando en la infodemia con AMI: alfabetización mediática e informacional*. UNESCO. <https://unesdoc.unesco.org/ark:/48223/pf0000381840>

Covey, S. (2020). *Los 7 Hábitos de la gente altamente efectiva*. Editorial Planeta.

Fisher, A. (2001). *Critical Thinking. An Introduction*. Cambridge University Press.

Goleman, D. (2013). *Leadership: The power of Emotional Intelligence*. Ediciones B.

Goleman, D. (2010). *Emotional Intelligence*. Ediciones Kairós.

Handy, C. (2005). *La organización por dentro: por qué las personas y las organizaciones se comportan como lo hacen*. Deusto.



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COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Maxwell, J. (2011). *Las 21 leyes irrefutables del liderazgo*. Grupo Nelson.

Rivas García, R. M., Cardoso Espinosa, E. O., & Cortés Ruiz, J. A. (2019). Proposal of Professional Competencies in Tourism from the employer's approach. *RIDE Revista Iberoamericana Para La Investigación y El Desarrollo Educativo*, 9(18), 195–214. <https://doi.org/10.23913/ride.v9i18.418>

Robledo Dioses, K., Atarama Rojas, T., & López-Hermida Russo, A. (2019). Storytelling as a tool for internal communication: a proposed management model. *Cuadernos de Gestión*, 20(1), 137–154. <https://doi.org/10.5295/cdg.170755kr>

Sarriego, I. & Mazarrasa, K. (2020). Key competences for cultural awareness and social skills in the tourist industry. *Journal of Tourism and Heritage Research*, 3(1), 469-488. <https://www.jthr.es/index.php/journal/article/view/153>

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