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|--|---|--------------------|----------------|-------------------|----------|
| Code - Course | 062115 – Business Management for Tourism Intermediation and Services | | | | |
| Type | Basic Training | | Year | 2 nd | |
| Thematic Area | Business and Tourism Services | | Credits | 6 ECTS | |
| Teacher in charge of the course | Begoña Fernández | | | | |
| In-class | 60 hours | Teacher-led | 40 hours | Individual | 50 hours |

BRIEF COURSE DESCRIPTION

This course provides the student with a global and wide view of the different types of tourism intermediation and service companies that make up the tourism sector, their organization, management models and their role in the tourism sector.

The tourism sector is in constant transformation because of the rapid changes in commercialization and the appearance of new digital platforms; therefore, this subject provides students with all the tools that allow them to understand and analyze the progress, implications and decision-making to adapt to the changes in demand as well as becoming an active part of this transformation.

BASIC SKILLS

BS03- Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

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



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SS10- Market tourism products, services, and projects.

SS17- Understand and implement quality standards in the processes of tourism service.

LEARNING OBJECTIVES

1. Know and use the tools of Information and Communication Technologies and their application to this area.
2. Develop projects for the design of tourism products and services.
3. Understand the importance of customer orientation in all decisions to be made in this matter.
4. Expand general knowledge about the tourism intermediation and services sector.

ACADEMIC CONTENTS

1. Intermediation and tourism chain distribution.

- 1.1. Evolution: Analysis of the concept of tourism intermediaries, Historical approach, added value and remuneration model.
- 1.2. Main players: physical and online travel agencies, booking centers and metasearch engines. and suppliers.
- 1.3. Tourism association, business and management groups.
- 1.4. Information management.

2. Travel vacation business intermediation.

- 2.1. Typology and classification
- 2.2. New formulas or trends: specializations and concentrations.
- 2.3. Global data on holiday trips and trends.
- 2.4. Business management of holiday travel agencies
- 2.5. Production management: The process of creating products and services. The importance of sustainability.
- 2.6. Internal structure, team management and CSR.
- 2.7. Business management and negotiation techniques.
- 2.8. Case study.

3. Business travel intermediation.

- 3.1. Typology.
- 3.2. Channels: call center, inplant, outplant, self booking tools.
- 3.2. New formulas or strategies: e.TMC,s.
- 3.3. Corporate travel global data and predictions. News and trends.
- 3.4. Strategic management of the corporate travel main services.



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COURSE CONTENT

Bachelor's Degree in Tourism
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- 3.5. Internal structure and teams' managements.
 - 3.6. Commercial management. Value proposition of business travel agencies (TMCs). Account management.
 - 3.7. Case study: ROI (Return of investment) measurement in corporate travel.
4. Business Events travel (MICE) intermediation.
- 4.1. Typology.
 - 4.2. New formulas or strategies.
 - 4.3. Event travel (MICE) global data. News and trends: Big Five.
 - 4.4. Business management of Event Organization agencies.
 - 4.4.1. Event management introduction
 - 4.4.2. The importance of RFP (Request for proposal)
 - 4.4.3. Stages
 - 4.4.4. Events and digital transformation:
 - 4.4.4.1. Management programs.
 - 4.4.4.2. Technological innovation in the events sector: Management of face-to-face versus hybrid and online events.

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
- 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 |
|---------------------|------------|-------------|-------------|-----------------------|
| Activity 1 | Group | 10% | - | 3rd week |
| Calculation exam I | Individual | 20% | 20% | 6 th week |
| Activity 2 | Group | 10% | - | 10 th week |
| Calculation exam II | Individual | 20% | 20% | 14 th week |
| Attendance to class | Individual | - | - | Whole semester |
| Final Exam | Individual | 40% | 60% | Exam 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.

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.



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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

- Albert Piñole, Isabel (2010). Intermediació turística. Barcelona: UOC Universitat Oberta de Catalunya.
- Vaneste, M. (2008). Meeting architecture: A manifesto. Turnhout:meeting suport institute.
- Torrens,R. (2019). Eventos de empresa. El poder de la comunicación en vivo. Barcelona: Editorial Deusto.
- Prats, J.L (2012). Comercialización de eventos. Madrid: Editorial Sintesis.
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- Mittal, S (2017). EVENT MANAGEMENT: Ultimate Guide to succesful meetings, corporate events, Conferences, management & Marketing for succesful events: become an event planning pro & create a succesful event series. Saurav mittal.
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