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Code - Course	063217 – Organization and human resources management in tourism companies				
Type	Compulsory		Year	3 rd	
Thematic Area	Business Organization and Human Resources Management		Credits	6 ECTS	
Teacher in charge of the course			Dr. Sònia Pineda Hernández		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The course purpose is to give a global vision to students about how organizations are working and about their diversity. On the other hand, it pretends to help the students to integrate concrete HR tools they will be able to use once they join a professional team or when they cover a management position.

BASIC SKILLS

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

GENERAL SKILLS

GS02- Have business vision.

GS04- Have a commitment to ethics.

SPECIFIC SKILLS

SS07- Planning, organize, manage and control the different types of tourism organizations.

SS15- Planning and managing human resources in tourism organizations.

SS17- Understand and implement quality standards in tourist service processes.



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LEARNING OBJECTIVES

1. Analyse the appropriate channels to facilitate the relationships between the different units or subsystems of the company.
2. Carry out in-depth work in relation to communication in the company and the tools for its management.
3. Know the most current concepts and tools of planning, organization, direction, coordination and control.
4. To know the different organizational models of tourism companies.
5. Plan, organize, direct, coordinate and control the different departments of tourism companies.
6. Set up a flexible organizational structure that adapts to the conditions of the environment.

ACADEMIC CONTENTS

PART I: PROCESS AND ORGANIZATIONAL STRUCTURE

1. Strategical vision
2. Corporate Culture
3. Introduction to CSR and Sustainability
4. Social Dimension
5. Economical Dimension
6. Introduction to business organizations
7. Fundamentals of organizational structure
8. Quality management

PART II: HUMAN RESOURCES MANAGEMENT

9. Introduction to the management of people
10. Design and description of workplaces
11. Recruitment, selection, incorporation and termination
12. Remuneration systems
13. Evaluation
14. Formation



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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
PART I: PROCESS AND ORGANIZATIONAL STRUCTURE				
Activity 1	Individual	15%	20%	
Activity 2	Group	15%	10%	
PART II: HUMAN RESOURCES MANAGEMENT				
Exercises & activities of class sessions	Individual / Grupal	30%	30%	
Final Exam	Individual	40%	40%	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 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 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

Agueda Gallego, M.A. & Casanueva Roche, C. (2012). *Business and Tourism Organizations*. Ediciones Pyramid.

Agueda Gallego, M.A. & Casanueva Roche, C. (2012). *Strategic Management of Tourism Organizations*. Ediciones Pyramid.



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COURSE CONTENT

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

Beech, J. & Chadwick, S. (2006). *The business of tourism management*. Essex, Pearson Education Limited.

Daft, R.L. (2007). *Theory and organizational design*. Cengage Learning Editores, S.A.

Darren, L.R. & Pryce, J. (2010). *Human Resources and Tourism: Skills, Culture and Industry*. Channel View Publications

Der Wagen, L. & White, L. (2014). *Human Resource Management for the Event Industry*. Routledge.

Evans Nigel, D. & Campbell, et al. (2003). *Strategic Management for Travel and Tourism*. Elsevier Butterworth-Heinemann.

Mintzberg, H. (1995). *The Structuring of Organizations*. Ariel.

Nickson, D. (2007). *Human Resource Management, for the hospitality and tourism industries*. Elsevier Butterworth-Heinemann

Riley, M. (2014). *Human Resource Management in the Hospitality and Tourism Industry: Guide to Personnel Management in the Hotel and Catering Industries*. Routledge.

Teberga, A. (2021). *Trabajo en cruceros. De la ampliación a la intensificación de las jornadas laborales*. Alba Sud Editorial.

Tüzünkan, D. & Altıntaş, V. (2018). *Contemporary Human Resources Management in the Tourism Industry (Advances in Human Resources Management and Organizational Development)*. Business Science Reference.