

Subject Study guide “Analysis of the tourism sector”

1. IDENTIFICATION

- ✓ **Subject name:** Analysis of the tourism sector
- ✓ **Code:** 101194
- ✓ **Degree:** Tourism Degree
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Core
- ✓ **ECTS Credits (hours):** 6 ECTS (150 hours)
- ✓ **Teaching period:** 2nd Semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Arena Yáñez
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2. PRESENTATION

This course aims to define the first course for students in the Degree in Tourism in the world of tourism; specifically the objective is to introduce them into the practice of the activities developed by different tourism companies existing in this industry. The student will study how tourism service and goods suppliers (i.e. public transportation companies, insurance companies, tour guides, etc.) operates, as well the operation of the intermediary tourist companies and hotel establishments.

This course has two different and complementary parts: one part is related to the structure and operation of hotels as accommodation establishments of first order within the hospitality and tourism industry, and the second part referred to intermediary tourist companies.

3. EDUCATIONAL GOALS

At the end of the course the student will be able to:

1. Identify the activities that comprehend the tourism industry in all areas (in particular, intermediary tourist companies and hotels).

2. Link the activities that comprehend the tourism industry in all areas (in particular, intermediary tourist companies and hotels), identifying their main characteristics.
3. Take as a basis of the sector's perspective and the theoretical standpoint; argue how to further develop the tourism industry.
4. Analyse the economic dimension of tourism from the study of the subsectors (i.e. intermediary tourist companies, accommodation, restaurants and leisure, consultancy, etc.).
5. Differentiate and describe projects that may contribute to the development of the subsectors of the tourism industry.

4. SKILLS AND LEARNING OUTCOMES

SKILLS

CE1. To give proof that students have learned and understood the basic principles of tourism in all their dimensions and areas.

LEARNING OUTCOMES

CE1.3. To be able to identify and link the activities that comprehend the tourism industry in all areas (in particular, intermediary tourist companies and hotels).

SKILLS

CE5. To identify and assess the elements of the tourism system and the relation existing between them and the environment, as well as its impact.

LEARNING OUTCOMES

CE5.4. To link the activities that comprehend the tourism industry in all areas (i.e. intermediary tourist companies, accommodation, restaurants and leisure, consultancy, etc.), identifying their main characteristics.

SKILLS

CE10. To argue with critical thinking the real framework of the tourism industry from different perspectives such as: theoretical, ideological, and best practices.

LEARNING OUTCOMES

CE10.1. To argue the way the tourism industry should evolve using the insight of the industry and the theoretical perspective.

TRANSVERSAL SKILLS

- CT1. To develop the capacity of learning in an autonomous way.
- CT2. The capacity of self-assessing the knowledge obtained along the course.
- CT4. To be aware and implement of communication technics at all levels.
- CT6. To plan, manage and coordinate the teamwork, creating synergies and cultivate empathy.
- CT9. To act with respect for the environment, as well as for the social and cultural context.
- CT10. Teamwork.
- CT11. To plan and accomplish activities bearing in mind quality and sustainability aspects.

5. TOPIC AND CONTENT

I PART: Hotels

- Unit 1: Organization of Hotels and Human Resources.
- Unit 2: Front Office department.
- Unit 3: Concierge department.
- Unit 4: Housekeeping department.
- Unit 5: Other services: technical services, engineering and maintenance.

II PART: Intermediary tourist companies

- Unit 1. Introduction to intermediary companies.
- Unit 2. Classification and business models.
- Unit 3. Travel agencies.
- Unit 4. The design of a tourist product: the package travel.
- Unit 5. The management of the intermediary companies.

6. RECOMMENDED BIBLIOGRAPHY

- Albert, I (1995): *Gestión y técnicas de agencia de viaje*. Madrid: Editorial Síntesis (Units 1, 2 y 3).
- Albert, I (1999): *Gestión, productos y servicios de las agencias de viajes*. Madrid: Editorial Ramón Areces (Units 1, 3, 5, 6, 11, 12, 13, 14, 16 i 17).
- Bayón Mariné, F. Martín Rojo, I. (2004): *Operaciones y Procesos de producción en el sector turístico*. Madrid: Editorial Síntesis (Units 13 i 14).
- Cerra, Javier; Dorado, José A. ; Estepa, Diego ; García, Pedro E. (1997): *"Gestión de Producción de Alojamiento Turísticos"* – Colección "Gestión Turística"; Ed. Síntesis; 552 pages.

- Cooper, C. (2016): *Essentials of tourism*. Editorial Pearson.
- Dorado, José Antonio y Cerra, Javier (1996): *Manual de Recepción y Atención al Cliente* – Colección "Ciclos Formativos FP Grado Superior Hostelería"; Ed. Síntesis; 316 pages.
- Fletcher, J. y Fyall, A. (2013): *Tourism, principles and practice*. Editorial Pearson.
- García Cebrián, R. y Lourdes Olmos Juárez (2011): *Estructura del mercado turístico*. Ed. Síntesis.
- Jiménez Garay, M^a Isabel (2000): *Regiduría de Pisos*; Ed. Paraninfo; 131 pages.
- López Collado, Asunción (1998): *La Gobernanta*; Ed. Paraninfo; 374 pages.
- López García, Socorro (2003): *Recepción y Atención al Cliente*; Ed. Paraninfo; 183 pages.
- Millio Balanzá, Isabel (2.000): *Organización y Control del Alojamiento*; Ed. Paraninfo; 178 pages.

Additional learning materials in digital format, as well as links to websites, will be provided via the Aula Moodle/Virtual Campus.

7. TEACHING METHODOLOGY

The course will be taught by using two different teaching methodologies:

- a) Master class sessions: lecturer's presentation of the theoretical content of the program in a straight forward, systematic and organized way (students will find at the Aula Moodle the main slides on each topic). This methodology will be based on the students' participation in class; the lecturer will consider their contributions, reflections and doubts raised during the sessions.
- b) Practice sessions: in the practice sessions lecturers will present some practical assignments to complete during the course aligned with the theoretical topics covered during the masterclass sessions. Students will have to read some documents suggested by the lecturers and do some practice connected with the reading (comments and understanding of the text). Students will also have to solve various exercises and activities related to the creation of touristic products.
- c) Situated learning: students will embed to class sessions their real experiences and learnings obtained as from visits of professional experts on the field of study and on-site visits. Students will have the chance to link theoretical topics learned in class to the real context where intermediary tourist companies and hotels operate.

TRAINING ACTIVITIES

TYPE	ACTIVITIES	HOURS	ECTS	LEARNING OUTCOMES
Guided activities	Theoretical classes	45	1,8	CE1.3, CE5.4.
	Case study resolution	15	0,6	CE1.3, CE5.4.
Supervised activities	Academic tutoring	20	0,8	CE1.3, CE5.4.
Individual activities	Assignments preparation	25	1	CE1.3, CE5.4, CE10.1.
	Study	45	1,8	
TOTAL		150	6	

8. ASSESSMENT SYSTEMS

This subject will be assessed as follows:

A) CONTINUOUS ASSESSMENT:

The continuous assessment will consider results of individual and group assignments, attendance and class participation, as well as the score of the 2 partial exams. In order to pass the continuous assessment, a minimum score of 5 out of 10 is needed in the final exam, which will evaluate knowledge of both Part I and Part II of the subject.

Title	Weight	Hours	ECTS	LEARNING OUTCOMES
Final exam	50%	2	0,08	CE10.1.
Individual and group assignments	40%	30	1,2	CE1.3., CE5.4., CE10.1.
Attendance and participation	10%	30	1,2	CE1.3., CE5.4.

Assignments:

- 1st part = Hotels = Final project about a hotel (30%) + Video questions (10%)
- 2nd part = Intermediary companies = Final project about a package tour and a travel brochure (30%) + Video/article questions (10%)

B) FINAL EXAM / SINGLE ASSESSMENT:

Instead of continuous assessment, students have the option to take the final exam, if they can prove they are not able to attend classes because they are attending other classes or they are repeat students. Those must partake in the single assessment will have to inform the teacher by mail before March the 1st and attach the appropriate document/s to justify the change.

The final exam will take place on the date and time scheduled according to the academic calendar posted in the official academic program of the school (EUTDH). The grade of the final exam will be 100% of the final grade. A minimum of 5 points will be required to pass the exam.

RETAKE EXAM:

Students with a grade between 3.5 and 4.9 in the final exam will have the chance to retake the exam according to the calendar of the academic activities, which is outlined in the students' guide or on the school's website. If these students pass the retake exam, their final grade will be 5.

9. PLANNING

WEEK	UNIT	METHOD	HOURS
1	Unit 1. Organization of Hotels and Human Resources.	- Master class sessions (4)	4
2	Unit 1. Organization of Hotels and Human Resources.	- Master class sessions (3) - Practice sessions (1)	4
3	Unit 2. Front Office department.	- Master class sessions (3) - Practice sessions (1)	4
4	Unit 2. Front Office department.	- Master class sessions (3) - Practice sessions (1)	4
5	Unit 3. Concierge department.	- Master class sessions (3) - Practice sessions (1)	4
6	Unit 4. Housekeeping department.	- Master class sessions (3) - Practice sessions (1)	4
7	Unit 5. Other services: technical services, engineering and maintenance.	- Master class sessions (3) - Practice sessions (1)	4
8	Unit 1: Introduction to intermediary companies.	- Master class sessions (4)	4

9	Unit 1: Introduction to intermediary companies.	- Master class sessions (3) - Practice sessions (1)	4
10	Unit 2: Classification and business models.	- Master class sessions (3) - Practice sessions (1)	4
11	Unit 3: Travel agencies.	- Master class sessions (3) - Practice sessions (1)	4
12	Unit 3: Travel agencies.	- Master class sessions (3) - Practice sessions (1)	4
13	Unit 4: The design of a tourist product: the package travel.	- Master class sessions (3) - Practice sessions (1)	4
14	Unit 5: The management of the intermediary companies.	- Master class sessions (3) - Practice sessions (1)	4

10. ENTREPRENEURSHIP AND INNOVATION

This course includes some individual assignments that will imply the research of information on the internet regarding the different topics covered during the course. The guidelines for the individual assignments will be posted on the virtual campus and the lectures, which will also include presentation terms and assessment (if applicable). This method ensures the students will be familiar with and able to use all the resources offered through the virtual campus.