

Code - Course	061208- Introduction to Tourism and Hospitality Management.		
Thematic Area	Bases of tourism knowledge	Year	First
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

The tourism business encompasses a wide range of areas of activity; it generates important revenue in a country's economy, which benefits the population by creating jobs directly or indirectly related to tourism.

This subject allows students to be introduced to the world of tourism, understand the economic and social dimensions of these businesses within the global economy and analyze possibilities and dimensions of the sector.

It provides a general overview of the new emerging innovative trends in the tourism sector in order to understand its adaptation to society's constant changes and the need for trained professionals able to ensure the adaptation of the market and the environment to their companies making them successful.

It is essential for students to gain a global insight into the sector and understand how it works but, above all, analyze the tourism and hotel industry capacity of transforming the social, labor and economic environments to respond to these changes.

Businesses in the tourism sector, as well as in the others, are increasingly growing and diversifying their product lines, making competition in the current market more and more difficult. For this reason, students must study and get to know the different types of companies, analyzing and observing that their needs will vary depending on the type of business they are.

The ability to comprehend these differences from a general point of view together with the study and analysis of the origin of customers' needs will help the students to understand more effectively the hotel and tourism sectors and their dimensions.

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.

CS05- Teamwork.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

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

ACADEMIC CONTENTS

1. An introduction to the tourism management specialization.

- 1.1. The business and the tourism sector.
- 1.2. Tourism businesses and services.
- 1.3. The territorial dimension of tourism.
- 1.4. Tourism and cultural management.

2. An introduction to the hotel management specialization.

- 2.1. Typologies of hotel businesses.
- 2.2. The organizational chart of a hotel business.
- 2.3. Hotel departments and areas.

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
- Explanatory lessons
- Guided discussions
- Practical exercises

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	60 %	60 %
Individual Written Final Exam	40%	40%

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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