

Code - Course	<b>063217 – Organization and Human Resources Management in Tourism Companies</b>		
Thematic Area	Organizational Strategy	Year	Third
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

### BRIEF COURSE DESCRIPTION

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With this subject students will learn the basic principles of organization and management, incorporating the latest elements in the fields of planning, organization, coordination and control in order to maximize the productivity of the organization resources. The subject also provides understanding of the meaning and principles of quality management to ensure guests' maximum satisfaction and special attention will be paid to the process design, implementation and the importance of outcome measure.

In this sense, the role of management planning and people's involvement becomes essential as a strategic resource inside the company, which undoubtedly, has a direct impact on the economic contribution to the business.

### BASIC SKILLS

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

### GENERAL SKILLS

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GS02- Have business vision.

GS04- Have a commitment to ethics.

### SPECIFIC SKILLS

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SS07- Plan and manage human resources in tourism organizations.

SS15- Plan, organize, manage, and control different types of tourism organizations.

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

### ACADEMIC CONTENTS

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1. Process and organizational structure.

1.1. An introduction to business and organizations: a strategic vision.

- 1.2. Fundamentals of organizational structure.
- 1.3. Quality management.
2. People management in organizations.
  - 2.1. Work organization: planning.
  - 2.2. Work organization: Recruitment and selection.
  - 2.3. Work organization: motivation policies
  - 2.4. Work organization: Development.
  - 2.5. Management functions in organizations.

### LEARNING METHODOLOGY

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The learning methodologies for the course include a wide range of different actions in order to respond to the students' need for the acquisition of the key competencies set for the subject and which imply the development of a number of capacities related to the learning of processes and applicability of skills in the business environment by means of the following methods:

- Explanatory lessons
- Individual work
- Group work
- Practical exercises

### ASSESSMENT SYSTEM

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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 determined based on the learning evidences proven through this evaluation.

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

### **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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Gallego Agueda, M.A i Casanueva Roche, C. (2011). Organización y Gestión de Empresas Turísticas. Madrid, Ediciones Pirámide.

Gallego Agueda, M.A i Casanueva Roche, C. (2012). Empresas y Organizaciones Turísticas. Madrid, Ediciones Pirámide.

Gallego Agueda, M.A i Casanueva Roche, C. (2012). Dirección Estratégica de Organizaciones Turísticas. Madrid, Ediciones Pirámide.

Marín Rojo, I. (2009). Dirección y gestión de empresas del sector turístico. Madrid, Ediciones Pirámide (4ª. Ed.)

Pardo, M. and R. Luna (2007). Recursos Humanos para Turismo. Madrid, Pearson Educacion, S.A