

Code - Course	063502 – Tourism Service Companies		
Thematic Area	Tourism services and tourism business management	Year	Third
Course Type	Optional (Tourism management)	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

An important part of the intermediary and mediation industry supporting the tourism sector is made up of companies established by the tourism destinations themselves and born out of the need to respond to travelers' expectations. Even though these companies are seen as essential for the functioning of any destination that can generate economic activity based on tourism and people's mobility, they are explicitly left out of the hotel and restaurant business sectors.

Generally, we are referring to companies, but we can also be referring to professional individuals; that is to say, actors serving the function of managing, or even, creating products that eventually will increase the range of tourism practices, whether they are more traditional or more innovative.

All of them constitute the infrastructural base that comprises and includes elements ranging from the combination of two or more tourism products to individualized services. Professional congress organizers, specific tour operators, retailers, even leisure and entertainment companies with their mediators (that is, tour guides, entertainers, local development agencies, etc.) would be considered as belonging to the intermediary industry.

This course aims at delving not only into the management of these businesses but also into the role played by the mediators and the most basic functions they perform. Businesses analyzed in depth in other courses like *Transport Businesses* or *Tourism Intermediation*, from the same thematic area as this one, have been excluded.

The subject also provides students with the necessary knowledge that will enable them to perform such tasks as management, planning, control and administration of tourism businesses or to calculate the cost of tourism products and / or services, determine profit margins and outcomes as well as to understand the usefulness of internal data for decision-making.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

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

ACADEMIC CONTENTS

1. Tourism service businesses.
2. Production management: income and costs in the tourism service businesses.
3. Sales pricing process for tourism products.
4. Cost analysis applied to the tourism service businesses and the decision-making process.
5. Budgetary planning and control.
6. Professional profiles for the tourism service businesses.
7. VAT for the tourism service businesses.

LEARNING METHODOLOGY

The teaching-learning methodologies applied for this subject include a number of different activities and actions to respond to the acquisition of the key competencies related to the subject and which imply the development of different skills:

- Explanatory lessons
- Guided discussion
- Teamwork
- Individual work
- Case studies
- 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 determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Proves escrites parcials	30 %	30 %
Resolution of practical exercises	10 %	10 %
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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SYLLABUS

Tourism Degree

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Stebbins, R. (2004) *Ocio Serio: ¿debemos fomentarlo?* ADOZ. Revista de Estudios de Ocio, nº 28, pp- 47-50.

Tribe, J. (2000). *Economía del ocio y el turismo*. Madrid. Editorial Síntesis.

VV.AA. *Título de Grado en Turismo*. (2004). Editado por la Agencia Nacional de Evaluación de la Calidad y Acreditación, ANECA. Madrid.