

Code - Course	064532 – Tourism Intermediation		
Thematic Area	Tourism services and business management	Year	Third / Fourth
Course Type	Optional (Tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

The leisure, travel and tourism related sector is dynamic and exciting and it provides a challenging working environment.

The subject aims at giving the students the necessary knowledge on the components that make up this sector and how they intertwine.

GENERAL SKILLS

GS03-Have initiative and an entrepreneurial spirit.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

SS10- Market tourism products, services, and projects

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

ACADEMIC CONTENTS

1. Intermediation and tourism distribution. Production management and travel services.
2. Tourist brokerage and management's agent.
3. Structure and organization of neighborhood associations.
4. Communication in the process of T.I.
5. Corporate Social Responsibility at T.I.
6. Specialization and differentiation of their travel agents adapted to the current market.

7. Desintermediation.

LEARNING METHODOLOGY

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

- Explanatory lessons
- Guided discussion
- Individual projects
- Field trips / professional visits

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
Projects delivered by the student	10 %	10 %
Portfolio	30 %	30 %
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

El nuevo paradigma de la investigación turística. I.S.B.N.: 978-84-368-2318-9.

Luis de Borja Solé (Autor/a), Joan Miquel Gomis (Autor/a).

Colección: ECONOMÍA Y ADMINISTRACIÓN DE EMPRESAS>Economía y Empresa.