

Code - Course	064536 - Business Expansion: strategies and models in tourism enterprises		
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

Models and expansion strategies in tourism businesses is an optional subject which allows CETT's students of the Tourism Degree to acquire the fundamentals to analyze, justify and deploy an expansion plan from the strategic, operative and management approaches.

Based on the different expansion models used by tourism businesses (especially in the retail and restaurant sectors), different methodologies are presented to determine the viability and dimension of the expansion. Next, aspects related to commercial property estate management (renting, sub-leasing, buying and selling) are dealt with and finally, important criteria concerning the location of the tourism business will be studied (commercial, economic, legal and technical criteria).

GENERAL SKILLS

GS02- Have business vision.

SPECIFIC SKILLS

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

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

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. The growth of the tourism business.
2. Analysis of the different growth models.
3. Viability and dimension of the business expansion.

4. Geo-marketing tools in expansion strategies.
5. Contractual elements of leasing, assignment, transfer and sub-leasing agreements. Impact on the operating account.
6. Contractual elements in a buying and selling agreement. Investment analysis.
7. Decision criteria for tourism business location.

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:

- Lectures
- Field trips / professional visits
- Case studies
- Group work
- Individual work
- 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
Projects delivered by the student	50 %	50 %
Individual Written Final Exam	50 %	50 %

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

"Expansió a l'empresa familiar de comerç" (Comertia).

"Go! Franquicia. Crecer empresarialment" (Tormo & Asociados).

"Històries d'èxit en retail. 10 anys compartint per competir" (Comertia).

"Històries d'èxit en retail, com generar oportunitats" (Comertia).

"Llei d'Arrendaments Urbans 1995".

www.gestionrestaurantes.com

Informes de gestió immobiliària en trama urbana i en centres comercials de CB Richard Ellis, Cushman & Wakefield, Acquirre Newman, entre d'altres.

T-Cuento (www.t-cuento.com)

Pop Places (www.popplaces.com).

Oxford Institute of Retail Management (<http://www.sbs.ox.ac.uk/ideas-impact/oxirm>).

Institute for Retail Studies - University of Stirling (<http://www.stir.ac.uk/management/research/irs/>)

The Association of Town Centre Management (<https://www.atcm.org/>).