



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	061208 – Introduction to Tourism and Hospitality Management				
Year	1st	Credits	6 cr ECTS		
Thematic Area	Business and Tourism Services	Course Type	Compulsory Subject		
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

BRIEF COURSE DESCRIPTION

This subject introduces students to the tourism sector and provides an overview of the different organizations that make up the sector.

It offers a wide perspective of the sector: ranging from the accommodation business, to the regulation systems, types of accommodation, management systems, services and functions.

From the tourism management perspective, the student will be able to know the different organizations and public and / or private companies existing in the sector, as well as the professional profiles that integrate them and their functions.

This course provides the student with a solid basis for developing his or her career in the sector, through the knowledge of career opportunities and the profiles required in different fields.

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.

GS05- 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.



LEARNING OBJECTIVES

1. Understand the different dimensions of tourism and its development within a systemic conception: principles and foundations of global tourism.
2. Know the basic concepts of tourism, its different dimensions and interrelations, understanding its importance as an engine of development of human societies.
3. To know the general operation of the world tourism structure.
4. Know how to approach tourism from a historical perspective to the present time.
5. Know the different types of consumers and the evolution of their need and expectations.
6. Understand the determining factors of the tourist location.
7. Use sources of information related to tourism, reading, and understanding legal texts.
8. Know the different products and destinations, especially those with an innovative and sustainable vision in the environment where they are developed.

ACADEMIC CONTENTS

PART 1. INTRODUCTION TO THE TOURIST PHENOMENON

1. **Introduction to the tourist phenomenon**
 - 1.1. Concept, definitions
 - 1.2. Historical overview of tourism
 - 1.3. Organizations, institutions and tourist associations
2. **Tourism stakeholders**
 - 2.1. Tourism supply and demand
 - 2.1.1. Tourism supply: Tourist companies and services
 - 2.1.1.1. *Typologies*
 - 2.1.1.2. *Origin, evolution & development*
 - 2.1.1.3. *Organisational structure of tourism companies*
 - 2.1.2. Tourism demand: factors, motivations and its role in tourist dynamisation.

PART 2. INTRODUCTION TO THE SPECIALITY OF TOURISM MANAGEMENT

3. **Intermediation companies**
 - 3.1. Origen, evolution & development.
 - 3.2. Leisure Tourism Intermediaries.
 - 3.2.1.1. On-site travel agencies and OTAS. Meta-search engine.
 - 3.2.1.2. Active Tourism companies
 - 3.2.2. Professional Tourism intermediaries: Business travel & Business Events.
 - 3.2.3. Professional profiles.
4. **Transportation companies.**
 - 4.1. Origin, evolution and development. Liberalisation of the sector.
 - 4.2. Air transport. Regulars, charters, CBC. Alliances. GDS and NFC



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4.3. Rail transport. Tourist trains and high speed trains.

4.4. Maritime transport. Ferries & cruise ships.

4.5. Land transport. Buses, Rent-a car and VTC.

4.6. Professional profiles

5. Tourist information services

5.1. Tourism Offices and Convention Bureaus.

5.2. Guidance services.

5.3. Professional profiles

Other Tourism companies

PART 3. INTRODUCTION TO THE SPECIALTY IN HOTEL MANAGEMENT

6. The business ecosystem of the tourism sector (2)

6.1. Typology of hotel companies

6.2. Typology of tourist accommodations

6.3. Legislation and hotel classification

6.4. Models of hotel management, tips, advantages and inconveniences

7. Organizational structure of a hotel company

7.1. Elements business

7.2. Objectives and business strategies

7.3. Organization Charts

7.4. The main areas of hotel establishment

8. Hotel Areas and Departments

8.1. Rooms Area

8.1.1. Front Desk Department

8.1.2. Concierge Department

8.1.3. Guest Services Department

8.1.4. Guest Relations Department

8.1.5. Housekeeping, Laundry Departments

8.1.6. Maintenance Department

8.2. Sales and Marketing Area

8.2.1. Sales and Marketing Departments

8.2.2. MICE Department

8.2.3. Reservations Department

8.3. Food and Beverage Area

8.3.1. Restaurant and Banquets Departments

8.3.2. Kitchen and purchasing Departments



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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
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.



Assignments	Typology	Continuous	Single	Deadline
HOTEL MANAGEMENT				
Activiry 1 Continuous Evaluation HM	Individual	5 %	-	Each session
Activity 2 Decree 75/2020	Individual	5%	5%	Week 8
	Group activity	20 %	15 %	Week 11
TOURISM MANAGEMENT				
Activity 1: case study : analysis,vídeo & class presentation	Group	15%	-	Week 11
Activity 2 : portolio “ states and challenges in tourism”	Individual	15%	20%	Week 10
Final individual test	Individual	40%	60 %	
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.



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If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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UNWTO, Investment guidelines. Strategies to Safeguard Tourism Investments during COVID-19

World Trade annual report 2021

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HOSPITALITY MANAGEMENT

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