



Code-Course	061208 – Introduction to Tourism and Hospitality Management				
Year	1º	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



SS02- Analyze the economic aspect of tourism at the international level.

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

ACADEMIC CONTENTS

PART 1. INTRODUCTION TO THE TOURIST PHENOMEN

1. Introduction to the tourist phenomenon
2. The contemporary tourist phenomenon
3. Interaction of tourism with the territory
4. The tourist destination
5. Tourism stakeholders
6. The tourist management

PART 2. INTRODUCTION TO THE TOURIST MANAGEMENT SPECIALTY

7. The business ecosystem of the tourism sector (1)

PART 3. INTRODUCTION TO THE SPECIALTY IN HOTEL MANAGEMENT

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

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- 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.

REFERENCES

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Centre adscrit



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SYLLABUS

Bachelor's Degree in Tourism

POON, A., (1989): «Competitive Strategies for a New Tourism», en Cooper, C. (ed) Progress in Tourism, Recreation and Hospitality Management, Vol. 1, Belhaven, London.

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