



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	061211 – Key skills in tourism business				
Year	1st	Credits	3 cr ECTS		
Thematic Area	Companies organization and people management	Course Type	Compulsory		
In-class hours	30 hours	Teacher-led learning hours	30 hours	Individual work hours	34 hores

BRIEF COURSE DESCRIPTION

This subject aims to work on key skills from the self-knowledge perspective, understanding this as the result of a reflective process through which the student acquires the notion of their strengths and weaknesses regarding these skills so that they can develop or reinforce them throughout the degree, practicing and assimilating them in different subjects.

The development of this subject aims to transfer to students the importance of managing important skills for managing studies and specifically, educating for those decisions that affect their future.

Being able to communicate effectively, appropriately present a project, and manage self-motivation, among others, are key skills to improve this management.

BASIC SKILLS

CB04 – That students can convey information, ideas, problems, and solutions to both a specialist and a non-specialist audience.

GENERAL SKILLS

CG03 – Have initiative and entrepreneurial spirit.

CG04 – Have ethical commitment.

SPECIFIC SKILLS

CE09 – Understand and use information technologies and information management systems in tourism.



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LEARNING OBJECTIVES

1. Understand the importance of managerial skills for the direction, organization, and leadership of teams in tourism companies and organizations.
2. Make entrepreneurial proposals in the tourism sector with an innovative, prospective and proactive view of the dynamic and evolving nature of tourism and the leisure society.
3. Understand the importance of tourism political and administrative actors for the creation and development of entrepreneurial projects.
4. Know the basic principles of business and management.
5. Know the most current concepts and tools of planning, organization, direction, coordination, and control.
6. Plan, organize, direct, coordinate, and control the different departments of tourist companies.
7. Set up a flexible organizational structure that adapts to the conditions of the environment.

ACADEMIC CONTENTS

1. EMOTIONAL INTELLIGENCE
 - 1.1. Relevance of EI in tourism businesses
 - 1.2. Introduction to Neuroscience
 - 1.3. Intrapersonal skills
 - 1.3.1. self-knowledge
 - 1.3.2. emotions
 - 1.4. Inter-personal skills
 - 1.4.1. empathy
 - 1.4.2. motivation
 - 1.4.3. social skills
2. CHANGE MANAGEMENT
 - 2.1. VUCA
 - 2.2. Challenges and opportunities
3. Cross-Cultural Management for Internationalization
 - 3.1. Culture and relationships between people
 - 3.2. Team culture and operation:
 - 3.3. orientation towards time
 - 3.4. attitude towards innovation



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- 3.5. distribution of power and hierarchies
- 3.6. Culture and communication:
- 3.7. verbal communication
- 3.8. non-verbal communication
- 3.9. Cultura i altres aspectes dels negocis
4. LEADERSHIP
 - 4.1. Perception / Importance of leadership
 - 4.2. Self-leadership
 - 4.3. Mission / Vision / Values
5. NEGOTIATION
6. COMMUNICATION
 - 6.1. Effective communication
 - 6.2. Non-verbal communication
7. NETWORKING
 - 7.1. The importance of networking as a skill
 - 7.2. Networking opportunities in the sector
 - 7.3. Professional networking tools: LinkedIn
8. TIME MANAGEMENT AND PRODUCTIVITY

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



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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.

Activities	Type	Continuous	Single	Week deadline
Active participation	Individual	10%	0%	Week 5. Week 11 Week 13
Self-knowledge activity	Individual	10 %	10 %	
Communication activity	Group	20 %	20 %	
Networking activity	Individual	20 %	30 %	
Individual Final Exam	Individual	40 %	40 %	
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



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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.

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.



REFERENCES

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