



Code-Course	062115 – Business Management for Tourism Intermediation and Services		
Year	2º	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Business and Tourism Services	Course Type	Basic Training Subject

BRIEF COURSE DESCRIPTION

This course provides the student with a global and wide view of the different types of tourism intermediation and service companies that make up the tourism sector, their organization, management models and their role in the tourism sector.

The tourism sector is in constant transformation because of the rapid changes in commercialization and the appearance of new digital platforms; therefore, this subject provides students with all the tools that allow them to understand and analyze the progress, implications and decision-making to adapt to the changes in demand as well as becoming an active part of this transformation

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS02- Have business vision.

GS05- Teamwork.

SPECIFIC SKILLS

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



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COURSE CONTENT

Academic year 2020/2021

SS09- Understand and use information technology and information management systems in tourism.

SS10- Market tourism products, services, and projects.

SS17- Understand and implement quality standards in the processes of tourism service.

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.