



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	062115 - Business Management for Tourism Intermediation and Services				
Year	2nd	Credits	6 cr ECTS		
Thematic Area	Business and Tourism Services	Course Type	Basic Subject	Training	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

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.

CG06 - Be customer-oriented.

SPECIFIC SKILLS

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

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.



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LEARNING OBJECTIVES

1. Know and use the tools of Information and Communication Technologies and their application to this area.
2. Develop projects for the design of tourism products and services.
3. Understand the importance of customer orientation in all decisions to be made in this matter.
4. Expand general knowledge about the tourism intermediation and services sector.

ACADEMIC CONTENTS

- 1. Intermediation and tourism chain distribution.**
 - 1.1. Evolution: Analysis of the concept of tourism intermediaries, Historical approach, added value and remuneration model.
 - 1.2. Main players: physical and online travel agencies, booking centers and metasearch engines. and suppliers.
 - 1.3. Tourism association, business and management groups.
 - 1.4. Suppliers and DMC's intermediation chain.
 - 1.5. Information management.
- 2. Travel vacation business intermediation.**
 - 2.1. Typology and classification
 - 2.2. New formulas or trends: specializations and concentrations.
 - 2.3. Global data on holiday trips and trends.
 - 2.4. Business management of holiday travel agencies
 - 2.5. Production management: The process of creating products and services. The importance of sustainability.
 - 2.6. Internal structure, team management and CSR.
 - 2.7. Business management and negotiation techniques.
 - 2.8. Case study.
- 3. Business tourism intermediaries.**
 - 3.1. Typology.
 - 3.2. Channels: Call centre, Implant, outplant, self-booking tools.
 - 3.3. New formulas or strategies: e-TMC's.
 - 3.4. Global data on corporate travel and forecasts. News and trends.
 - 3.5. Strategic management of the main corporate travel services.
 - 3.6. Internal structure and team management.



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- 3.7. Commercial management. Account Management.
- 3.8. Case study: measuring the return on investment in corporate travel.

4. Meeting Tourism Intermediaries.

- 4.1. Typology.
- 4.2. New formulas or strategies.
- 4.3. Global data on the MICE sector. News and trends: Big Five.
- 4.4. Business management of event organising agencies:
 - 4.4.1. Introduction to event management.
 - 4.4.2. The importance of the briefing.
 - 4.4.3. phases
 - 4.4.4. Events and digital transformation:
 - 4.4.4.1. Management programmes
 - 4.4.4.2. Technological innovation in the events sector: management of face-to-face, hybrid and online events.

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.



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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.

Systems of Assessment	Continuous	Single	Delivery week
Individual activities	30 %	40 %	At the end of the topic 1/4
Group activities	30 %	0 %	At the end of the topic 2/3
Individual Final Exam	40%	60 %	10-24/01/2022

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

After the reassessment, the maximum grade is 5.0 in the overall course.



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REFERENCES

- Albert Piñole, Isabel (2010). Intermediació turística. Barcelona: UOC Universitat Oberta de Catalunya.
- Triviño, Y. (2006). Gestión de eventos feriales: Diseño y organización. Editorial Síntesis . Madrid.
- Vaneste, M. (2008). Meeting architecture: A manifesto. Turnhout:meeting suport institute.
- Torrens,R. (2019). Eventos de empresa. El poder de la comunicación en vivo. Barcelona: Editorial Deusto.
- Prats, J.L (2012). Comercialización de eventos. Madrid: Editorial Sintesis.
- OMT (2016). Informe Global sobre la industria de reuniones. Madrid, España. AM Reports.
- Mittal, S (2017). EVENT MANAGEMENT: Ultimate Guide to succesful meetings, corporate events, Conferences, management & Marketing for succesful