

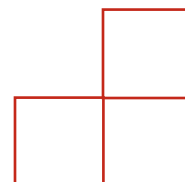
1. BASIC INFORMATION

Course	Tourism Business Processes and Operations
Degree program	Tourism & Leisure Management Degree
School	Social Sciences
Year	Second
ECTS	6 (150 hours)
Credit type	Basic
Language(s)	English
Delivery mode	On-site class
Semester	Second
Academic year	2024-2025
Coordinating professor	Dr. Jose Tomás Arnau

2. PRESENTATION

The high complexity that characterizes the tourism industry is often translated into management difficulties and operational disruptions. Being able to identify the basic concepts and modalities of operations and differences within an organization is key in order to manage touristic businesses successfully in such a volatile and challenging environment.

Duties associated with tourism management can vary greatly from one business to another, nevertheless, creating and structuring methodologies and procedures are fundamental skills that any manager needs to reinforce in order to minimize the impact of possible unexpected events that may occur in day-to-day operations. Data gathering and analysis can be a very powerful tool when forecasting future business expectancies or budgeting necessities. Basic management of staff, training and ensuring customer satisfaction can also contribute to gain advantage over competitors. In general, tourism businesses require taking care of multiple aspects that might not be totally related between them, which increases the fields of knowledge needed to develop and deliver quality service.



3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB02: Students should know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are often demonstrated through the development and defense of arguments and problem solving within their area of study.

CB03: Students should have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific, or ethical nature.

Cross-curricular competencies:

CT02: Ethical values: Ability to think and act according to universal principles based on the value of the person that lead to their full development and that entails a commitment to certain social values.

CT03: Teamwork: ability to integrate and actively collaborate with other people, areas and / or organizations to achieve common goals.

CT05: Analysis and problem solving: Being able to critically evaluate information, decompose complex situations into its constituent parts, recognize patterns, and consider other alternatives, approaches and perspectives to find optimal solutions and efficient negotiations.

CT06: Adaptation to change: Being able to accept, assess and integrate different positions, adapting one's own approach as the situation requires, as well as working effectively in ambiguous situations.

Specific competencies:

CE06: Ability to identify the technical planning needs of tourist infrastructures and facilities.

CE19: Ability to develop a plan to direct and manage a company in the tourism and leisure sector.

Learning outcomes:

This subject is intended to bring students closer to the production and management processes of tourism companies in all their fields.

The student will be able to:

- Identify the basic concepts of the management and organization of a tourist company.
- Recognize the types of planning that exist for the proper functioning of organizations.
- Understand how the tourism industry works by identifying the main business players and their production operations.
- Design simple operational processes knowing how to integrate the necessary human and material resources.
- Know how to determine and manage departmental financial budgets.
- Know how to apply the concepts and techniques studied for the analysis of real cases.
- Assess the importance of the operations strategy, the understanding of their business models and their link to competitiveness of the company.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB02, CT05, CE19	Identify the basic concepts of the management and organization of a tourist company.
CB03, CT02, CE06	Understand how the tourism industry works by identifying the main business players and their production operations.
CB02, CT03, CE19	Design simple operational processes knowing how to integrate the necessary human and material resources.
CB03, CT03, CE19	Know how to apply the concepts and techniques studied for the analysis of real cases.
CB02, CB03, CT05, CE06, CE15	Assess the importance of the operations strategy, the understanding of their business models and their link to competitiveness of the company.

4. CONTENT

These are the contents covered in the course. The subject will be divided into 10 modules.

- Module 1: Business management and organization: organization, direction, control.
- Module 2: Operations and processes: operations, processes, method, procedure, system, model, forecast.
- Module 3: The environment in the tourist company: Facilities, location, stocks.
- Module 4: Design and creation of goods and services.
- Module 5: Production processes in accommodation companies.
- Module 6: Production processes in catering companies.
- Module 7: Productive processes of travel agencies.
- Module 8: Production management in catering.
- Module 9: Production management in accommodation.
- Module 10: Introduction to Revenue Management.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures.
- Practical exercises.
- Case studies.
- Debates.