

1. BASIC INFORMATION

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|------------------------|---------------------------------------|
| Course | Travel agents creation and management |
| Degree program | Tourism and Leisure Management |
| School | Social Sciences |
| Year | 3rd |
| ECTS | 6 |
| Credit type | Compulsory |
| Language(s) | English |
| Delivery mode | Campus based |
| Semester | Second |
| Academic year | 2024/2025 |
| Coordinating professor | María Sánchez de Mora |

2. PRESENTATION

In the travel agency subject, the study of the tourist entrepreneur is addressed; the formation of travel agencies; contracts related to travel agencies and the crisis that travel agencies have suffered throughout their existence

The importance of this subject lies in the need that future graduates have to know the set of private legal norms that, within the framework of our economic constitution, are in charge of regulating the economic activity that tourism entrepreneurs develop through tourism companies which are holders in the exercise of the tourist activity.

This subject will have a practical entrepreneurship component since the students will face the challenge of creating and designing a travel agency.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic and General Competences:

- CB3 - That students have the ability to collect and interpret relevant data (normally within their area of study)

to issue judgments that include a reflection on relevant issues of a social, scientific or ethical nature

- CB4 - That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience
- CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy

Cross curricular competencies:

- CT02 - Autonomous learning: Set of skills to select search strategies, analysis, evaluation and management of information from various sources, as well as to independently learn and put into practice what has been learned.
- CT05 - Analysis and problem solving: Being able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches and perspectives to find optimal solutions and efficient negotiations.
- CT08 - Entrepreneurial spirit: Ability to assume and carry out activities that generate new opportunities, anticipate problems or imply improvements.
- CT09 - Global Mentality: Being able to show interest and understand other standards and cultures, recognize one's own predispositions and work effectively in a global community.

Specific competencies:

- CE7 - Ability to use information and communication technologies (ICT) in the different areas of the tourism and leisure sector.
- CE19 - Ability to draw up a plan to direct and manage (management) a company in the tourism and leisure sector.
- CE27 - Ability to undertake and be creative in the field of tourism.
- CE29 - Ability to use quality certification standards in tourism planning.
- CE32 - Ability to create and design a travel agency project.

Learning outcomes:

- L01-Master the structure of travel agencies in general, both traditional and online.
- L02- Use the documentation that is made in a travel agency: vouchers, ticketing, etc., both their own and that of the different service providers.
- L03- Know the different market rates.
- L04-Have the widest possible vision of what new technologies imply in the normal development of the work of a travel agency, with special emphasis on the GDS and Internet.
- L05-Find the necessary information regarding customs, health and other requirements to make a trip.
- L06- Create and design a travel agency project.

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

| Competencies | Learning outcomes |
|--|---|
| CB3, CE27, CE29, CT05, CT02 | L01-Master the structure of travel agencies in general, both traditional and online. L02- Use the documentation that is made in a travel agency: vouchers, ticketing, etc., both their own and that of the different service providers. L03- Know the different market rates. |
| CB4, CB5, CE32, CE07, CE19, CT07, CT08 | L04-Have the widest possible vision of what new technologies imply in the normal development of the work of a travel agency, with special emphasis on the GDS and Internet. L05-Find the necessary information regarding customs, health and other requirements to make a trip. L06- Create and design a travel agency project. |

4. CONTENT

Content is organized in seven main blocks:

1. Travel agencies: concept, evolution, types, legal provisions, etc.
2. Sources of information and documentation in the travel agency
3. Creation of a travel agency
4. The travel agency as a producer and organizer of trips to supply and demand
5. The travel agency as an intermediary in the sale and management of various services
6. The travel agency and new technologies
7. Franchises

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

- Problem-based learning
- Project-based learning
- Cooperative learning
- Real companies visit

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

| Learning activity | Number of hours |
|--|-----------------|
| Debates and discussion | 15 |
| Analysis of materials and revision | 30 |
| Case studies, problem solving, project development and role-play | 35 |
| Tutoring | 6 |
| Independent work | 54 |
| Assessment | 10 |
| TOTAL | 150 |

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

| Assessment system | Weight |
|---|--------|
| Travel agent creation project final document (case analysis 25% and reports and writings 25%) | 50% |
| Oral presentations 20% and final test (30%) (final presentation) | 50% |

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

| Assessable activities | Deadline |
|---|----------------------------------|
| 3 documents for the Travel Agent creation | 2 nd week of February |
| | 2 nd week of March |
| | 1 st Week of April |
| Case study analysis and problem solving | all semester (all weeks) |
| Debates and Active Participation | all semester (during all weeks) |
| Final project | First week of May |

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

Walmsley. (2019). Entrepreneurship in Tourism (1st ed.). Routledge.
<https://doi.org/10.4324/9781315169989>

The recommended Webgraphie is:

1. <https://www.iata.org/en/services/accreditation/travel-tourism/tah/>
2. <https://www.ectaa.org/en>
3. <https://www.ectaa.org/en/media/webinars>

4. <https://tourismmanifesto.eu>
5. <https://wtaaa.org>

EDUCATIONAL GUIDANCE DIVERSITY AND INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.