

1. BASIC INFORMATION

Course	Tourism Intermediation and Commercialization
Degree program	Tourism & Leisure Management
School	Social Sciences
Year	Third
ECTS	6 (150 hours)
Credit type	Basic
Language(s)	English
Delivery mode	On-site class
Semester	Third
Academic year	2024/2025
Professor	Dr. Jose Tomás Arnau

2. PRESENTATION

Tourism is an economic activity composed by products and services that can be provided by actors or companies of all sizes. The international and multi territorial characteristic of tourism, makes its distribution and commercialization in some cases complicated. Normally, touristic destinations and service providers need to reach non-local markets in order to promote their services and attract new visitors and consumers. This is why intermediaries have been necessary during decades in this industry. Nowadays, new technologies are changing the way tourism products and services are sold and distributed, making easier for producers to sell directly to the consumers reducing the importance on intermediaries and improving business efficiencies. Still, intermediaries have a very important role in the tourism industry, especially when it comes to tour operators or large-scale transactions.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB3 – Students should 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 – Students should be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 – Students should have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

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

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.

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

Specific competencies:

CE9 - Ability to handle basic customer orientation tools, knowing the particularities of the service tourism and leisure, the different types of customers, their needs and demands.

CE27 - Ability to undertake and be creative in the field of tourism.

CE33 - Ability to understand the operating procedures of the different companies and institutions of distribution and tourist intermediation and the relations between its operational areas.

Learning outcomes:

This subject is intended to bring students closer to the intermediation and commercialization of the main products and services in the tourism industry.

The student will be able to:

Properly apply ICTs for tourist intermediation

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

Competencies	Learning outcomes
CB02, CT05, CE27	Familiarize himself with the basic concepts of intermediation and marketing in the field of tourism.
CB03, CT02, CE33	Identify the main forms of intermediation in the different types of tourist services.
CB02, CT03, CE27, CE33	Know the practical processes of the production of tourist packages.

4. CONTENT

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

Module 1: Tourist brokerage and distribution companies

- 1.1) Intermediation in the sale of trips organized by wholesale agencies
- 1.2) Intermediation of accommodation services
- 1.3) Intermediation in the sale of air transport services
- 1.4) Intermediation in the sale of maritime transport services
- 1.5) Relationship in the sale of services of other means of transport

Module 2: New technologies applied to the management of intermediation companies.

Module 3: Operations and processes in intermediation companies: the production of tourist packages.

5. TEACHING-LEARNING METHODOLOGIES

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

- Lectures
- Autonomous work
- Oral presentations
- Analysis of cases and problem resolution

- Group participatory activities
- Projects
- Knowledge tests
- Tutoring
- Case analysis
- Problem based learning
- Cooperative learning
- Collaborative application activities
- Project development