



EDUCATIONAL PROJECT

Management and Organisation of Tourism Companies

GROUP 6-ENGLISH-

2019-20 ACADEMIC YEAR

Basic details of the subject	
Qualification:	Degree in Tourism
Syllabus year:	2009
Year implemented:	2014-15
Establishment:	Faculty of Tourism and Finance
Subject name:	Tourist Company Management and Organisation
Subject code:	1790015
Types:	CORE / BASIC TRAINING
Course:	2
Teaching period:	Second term
ECTS credits:	6
Total hours:	150
Area/s:	Business Organisation
Department/s:	Business Administration and Marketing

Subject coordinator
GALLEGO AGUEDA MARIA ANGELES

Teaching staff
DIAZ CARRION ROSALIA

Objectives and competences
<p>OBJECTIVES:</p> <p>Distinguish one company or tourist organisation from another that is not.</p> <p>Be capable of analysing any real object or situation as a system and the tourism business as a system formed by subsystems.</p> <p>Recognise how much the environment matters for a system to work properly.</p> <p>Be capable of identifying the characteristics or dimensions of a real environment.</p>



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Know what kind of work managers do, with their duties, characteristics and roles, knowing that their future career will involve working in these positions.

Recognise decision-making as a fundamental element of managerial work and know the different ways of making decisions, as well as classifying the different types of decisions.

Know about the concept of planning, its process and the different types of plans that can arise in a tourism company.

Know about the concept of control, its types and some tools and instruments that support this function.

Understand the importance of managing individuals and Groups in tourism companies.

Know the main theories about human motivation and how they can be used by a tourism company's management.

Know the main theories about leadership and how they can be used by a tourism company's management.

Recognise the basic managerial skills that tourism companies' managers must have.

Understand the most important keys to internal communication processes and their usefulness for management.

Understand the task of organisational design from a contingent approach, particularly with respect to the circumstances of the tourism business environment.

Understand the organisation function as the dual task of dividing work and coordinating it, recognising the basic coordination mechanisms.

Recognise the main parts of an organisation.

Know the basic organisational design parameters: job specialisation and formalisation, departmentalisation and grouping of units, centralisation, design of connections, etc.



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Know how to represent organisational structures with organisation charts.

Know the main configurations of the structure of the organisations, their characteristics, their key design elements and the factors that justify them.

Know how the different contingencies that tourist organisations face modify and condition their efficient design.

Understand the role of the different factors that condition organisational design decisions.

Understand the importance of human resources in a tourism company and their strategic nature.

Develop skills to apply graphic, mathematical and verbal models as a habitual form of communication between experts and the basis of the student's future work.

Develop an integrated vision of tourist company management, taking into account its interior and environment...

Develop skills to apply theoretical knowledge to real or realistic situations taken from the press, cinema, television, business cases or examples.

Generate a capacity to analyse different business situations.

Develop the ability to organise and plan tasks and work.

Develop skills for obtaining and analysing business information.

Encourage systematic reflection on business organisational problems, especially from the tourism company management perspective.

Promote attitudes of professional and personal openness in students, in which they recognise different situations and different points of view, entering into discussions that do not necessarily find definitive answers to the problems.



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Maintain and convey to students an attitude to explore, research, understand and engage in systematic, reflexive and creative analysis in the face of practical situations that may arise in their studies or, later, in their professional life.

Promote the use of different sources of information and first-hand material or primary data that the student must know how to handle.

Encourage an enterprising and creative attitude that embodies an entrepreneurial spirit.

Assimilate values such as cooperation, participation, democracy, respect for others, tolerance, commitment, openness, respect for diversity and, in general, an ethical attitude in business management.

Acquire an open, positive appreciation of diversity between people, geographical areas, economic situations or management styles.

COMPETENCES

Specific competences:

The general competences of the degree that this subject intends to cover are as follows:

G.1. Possess and understand general basic knowledge, as well as knowledge about the tourism area given in advanced textbooks.

G.6. Draw from the data any significant information that anyone not specialised in the area of Tourism cannot recognise.

G.22. Have the skills required by tourism company managers, which are usually demonstrated by drawing up and defending arguments and resolving problems.

The subject will cover the following specific competences:



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E01.- Integrate into any functional area of a medium or large company or organisation in the tourism sector and easily perform any management task entrusted to them.

E06.- Know and apply basic concepts of: History of Economics, Law, Business Management, Mathematics, Statistics, Economics, Microeconomics, Accounting, Finance, Marketing, Macroeconomics and Statistical Inference.

E10.- Be capable of analysing and designing the organisational structure.

E24.- Be capable of applying theoretical, methodological and technical knowledge (in the business administration and management area) jointly, acquired throughout the training, working as a team and developing the skills and abilities of a tourism professional.

General competences:

Organisation and planning abilities

Decision-making

Problem-solving

Planning and managing

Thematic contents or blocks

TOPIC 1.- TOURISM COMPANY ADMINISTRATION.

TOPIC 2.- TOURISM COMPANY PLANNING AND CONTROL.

TOPIC 3.- TOURISM COMPANY MANAGEMENT

TOPIC 4.- PRINCIPLES OF BUSINESS ORGANIZATION.

TOPIC 5.- ORGANISATIONAL DESIGN.

TOPIC 6.- THE STRUCTURAL CONFIGURATIONS AND THE CONTINGENT DESIGN OF THE ORGANISATION.



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Detailed list and sequencing of the content

TOPIC 1.- TOURISM COMPANY ADMINISTRATION.

TOPIC 2.- TOURISM COMPANY PLANNING AND CONTROL.

TOPIC 3.- TOURISM COMPANY MANAGEMENT.

TOPIC 4.- PRINCIPLES OF BUSINESS ORGANIZATION.

TOPIC 5.- ORGANISATIONAL DESIGN.

TOPIC 6.- THE STRUCTURAL CONFIGURATIONS AND THE CONTINGENT DESIGN OF THE ORGANISATION.

Educational activities and class hours

Activity	Credits	Hours
B Theoretical Classes / Practicals	6	60

Teaching-learning methodology

Theoretical-practical classes

The fundamental methodological element of the theoretical-practical classes will be problem-based learning. The aim behind adapting this system for large groups of students is to make students work on the contents of each subject, instead of using the master class to teach them. For each topic or section, students will receive a case consisting of real and current news from a company in the tourism sector; with this case as a common thread, students must answer a series of questions about the company itself and other theoretical questions, resolving them by referring to the manual indicated on the syllabus, and to the specific chapters or sections in question. Learning will be based both on the individual work of students (who must read the bibliography on the subject, or part of it to be worked on, before the class) and on the different students sharing the options on the particular problem to be solved with the group-class.



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This theoretical-practical class's methodology can be supplemented with cooperative and collaborative learning techniques. Several teachers may attend the sessions in the classroom.

The basic bibliography becomes the main reference in terms of the content of each subject, so students can follow it through the manuals provided. To that end, the chapters or sections of the manual in which it is developed will be indicated for each topic or section.

Practicals

The practical classes will be based on class-based resolution of business cases, practical hypotheses or analytical problems that the students must solve, first on their own (they can also work on them before the practical class) and later together inside the class group. The practical cases or problems to be solved can be found in the selected bibliography or will be photocopied and handed out to students in advance. The teacher will also tell students sufficiently in advance about the specific cases or problems they will be working on in each practical class, so that they can prepare them beforehand. The practical part of the subject will also include discussing news published in the press and/or viewing reports or documentaries on the subject.

Practical work (others)

The proposed activity involves using films to understand the subject's content, making the subject highly practical and linking it with students' everyday life. It is an enjoyable, dynamic, motivating and effective method of giving the students practical knowledge. This method also contributes to students' all-round training, by providing cultural elements and values. This activity has already been tried and tested in other subjects by the same teaching staff, in particular in "Cinema and business management" as an educational activity included in the faculty's timetable. These activities have been performed formally (included in subject syllabuses) for the last eleven academic years and informally for even more years.



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Each session will consist of a brief explanation of a topic linked to the subject matter by the teacher. Students will be given a conceptual map and a glossary listing the most important theoretical aspects, together with the film's issues for analysis. After the teacher has explained the subject, backed up by the outline given to the students and other educational resources, the film will be shown. When it ends, it will be followed by a debate, coordinated and moderated by the teacher, revolving around the technical aspects that students have observed in the situations presented in the film. The debate will be open to other more global, interdisciplinary considerations (because the subject aims to cover students' overall knowledge), relating to values, opinions or behaviours that can complete students' cross-cutting training. At the end of each session, the teacher will ask the students present to complete a voluntary assignment, namely to write a summary of the main conclusions of the debate and the ties between the film and the topic in question (a maximum of one page long), and which must be delivered during the tutorial hours of the teacher of each group in the next week.

Assessment and qualification systems and criteria

The exams will consist of a theoretical part and a practical part, both of which will count the same towards the global assessment. The theoretical part will consist of objective multiple-choice tests designed to see what students have learned. The assessment criteria will be based on the specific objectives of the subject. The multiple-choice tests will consist of 20 questions, each with four possible answers, one of which will be true or right and the other three false or wrong. For every wrongly answered question, students will lose 1/3 of the value of each correctly answered question, to correct the randomness effects. The practical part will involve working on one or several cases or problems similar to those that students have worked on during the subject's practical classes. The assessment will try to measure the extent to which students manage to apply the knowledge acquired to real business situations and other aspects of the specific objectives.

Students can use any bibliographic material that they deem necessary for the practical part of the exam, provided that it is original and does not contain any annotations or additions.

To pass the exam, students must score a minimum of 2.5 points out of 10 in both the theoretical and practical parts of the exam.



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Under no circumstances, except as expressly provided in the University of Seville Regulations, can an examination or test be sat other than on officially announced dates.

Any exceptions must be unsatisfied with official documentation and will only be accepted within the established deadlines.

The specific dates of each exam and the assigned classrooms will be displayed on the School website (<http://centro.us.es/euee/home.htm>).

Activity assessments will be divided into three parts: attendance will account for 50% of the mark reserved for this activity; participation in the debate (controlled by the teacher) will count for 20%, and handing in the essay or summary will count for 30%.

Any voluntary assignments that students do can earn them up to one point in addition to the points obtained in exams and activities outside the classroom. These assignments will consist in each individual student completing and handing in the cases and problems addressed in the class practicals and in actively participating in their resolution in class. The teacher will assess these voluntary assignments, taking into account their quality, presentation, if they are aligned with the subject and the extent to which the theoretical content component has been used. Each assignment will be scored from 0 to 10. Assignments will only be marked if students attend the practicals. Assignments cannot be handed in either before or after the class. Students will not be eligible for this assessment system unless they hand in properly at least 50% of the assignments requested by their teacher.

Students who sign up for this incentive system and complete voluntary assignments can earn up to one more point. Under no circumstances will the score exceed 10 points, so any students who exceed that score by completing voluntary assignments will lose any points exceeding 10-point limit.

Any irregularity detected in these voluntary assignments may result in the student no longer being entitled to the points earned with them, according to the teacher's criterion.

The total score will be proportional to the number of assignments considered acceptable according to the aforementioned criteria, as follows:



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- A. 80% or more than the cases: 100% of the score
- B. 70% - 79% “ “ : 70% of the score
- C. 60% - 69% “ “ : 60% of the score
- D. 50% - 59% “ “ : 50% of the score
- E. less than 50% : 0% of the score

Any points earned in out-of-classroom activities and through the voluntary assignments system will be taken into account for the second exam of that academic year and in the third exam of the next academic year. They will not be taken in account after that.

The subject assessment is based on the exam score, the film activity score and the voluntary assignment score. The exam grade note will be increased with the additional film activity score (up to one more point) and the voluntary assignment score (up to one more point), if students have at least scored an average of 4.0 in the exam. If these additional points result in any students scoring more than 10.0, this will be the maximum grade in their assessment.

If students are expelled from class twice or more for breaching the rules of behaviour agreed upon between students and the University, or engages in any other type of improper behaviour (copying, plagiarism, etc.), they will automatically lose any points earned for out-of-classroom activities and for handing in class work; in this case their grade will depend on what they score in the subject exam. Students can pass the subject without having to take the final exam with a passing grade (5.0), if they earn the maximum score simultaneously in the cases handed in in the practicals as voluntary assignments and in the film activity. This maximum score means scoring 10 points in each and every voluntary assignment, 10 points in all the film activities, and attending and taking part in the debate of all the film sessions. Any students who wish to pass the subject this way must inform the subject coordinator in writing before the examination and pass a test about the film cases and assignments before sitting the exam.



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Group qualification criteria

All the information on this program will be published in English on the virtual teaching platform and in the Faculty of Tourism and Finance's copy shop.

Educational project group's timetables

<http://ftf.us.es/horarios-2019-20/>

Exam timetable

<http://ftf.us.es/#>

Specific assessment and appeal panels

Chairman: JOSE LUIS GALAN GONZALEZ
Member: CRISTOBAL CASANUEVA
ROCHA Secretary: IGNACIO CASTRO
ABANCENS
Substitute 1: MARIA DEL CARMEN BARROSO
CASTRO Substitute 2: MARIA ANGELES GALLEGO
AGUEDA Substitute 3: FRANCISCO JAVIER CARO
GONZALEZ

Recommended bibliography



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OTHER INFORMATION

BASIC BIBLIOGRAPHY.

GALLEGO, M.A.; CASANUEVA, C.: Dirección y organización de empresas turísticas. Ediciones Pirámide. Madrid. 2010.

SUPPLEMENTARY BIBLIOGRAPHY.



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SUPPLEMENTARY THEORY BIBLIOGRAPHY

AGUIRRE, J.M.; ANDRÉS, M^a.P.; RODRÍGUEZ, J.; TOUS, D.: Dirección y gestión de personal. Pirámide. Madrid. 2000.

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ALCAIDE, M.; GONZÁLEZ, M.; FLOREZ, I.: Mercado de trabajo, reclutamiento y formación en España. Pirámide. 1996.

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BAYÓN MARINÉ, F.; GARCÍA ISA, I.: Gestión de recursos humanos: Manual para técnicos en empresas turísticas. Editorial Síntesis. 1997.

BUENO CAMPOS, E.: Organización de Empresas. Estructura, procesos y modelos. Pirámide. Madrid. 1996.

CERRA, J.; DORADO, J.A.; ESTEPA, D.; GARCÍA, P.E.: Gestión de la producción de alojamientos y restauración. Editorial Síntesis. Madrid. 1991.

DÍEZ DE CASTRO, J.; REDONDO LÓPEZ, C.: Business Administration. Pirámide. Madrid. 1996.

DONNELLY, J. H.; GIBSON, J. L.; IVANCEVICH, J. M.: Fundamentos de Dirección y Administración de Empresas. Irwin, Madrid. 1995.

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FIGUEROLA, M.: Elementos para el estudio de la economía de la empresa turística. Síntesis. Madrid. 1991.

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FIGUEROLA, M: Economía para la gestión de las empresas turísticas (Producción y comercialización). Ed. Centro de Estudios Ramón Areces. Madrid. 1995.

FRANCESC VALLS, J.: Las claves del mercado turístico. Cómo competir en el nuevo entorno. Ediciones Deusto S.A. Bilbao. 1996.

GALLEGO, J.: Marketing Hotelero. Principios y aplicaciones para la gestión día a día. Ediciones Deusto S.A. Bilbao. 1997.

IGLESIAS, J.A.: La gestión de Recursos Humanos aplicada al sector turístico. Bosch. Barcelona. 1992.

JULIÁ, M.; PORSCHE, F.; GIMÉNEZ, V.; VERGE, X.: Gestión de calidad aplicada a hostelería y restauración. Ed. Prentice Hall. Madrid. 2002.

MARTIN ROJO, I.: Dirección y gestión de empresas del sector turístico. Pirámide. Madrid. 2003.

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STONER, J.; FREEMAN, R.E.; GILBERT, D.R.: Administración. Prentice Hall Hispanoamericana. 1996.

SUPPLEMENTARY PRACTICAL WORK BIBLIOGRAPHY



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