DEGREE IN: TOURISM

1. GENERAL DETAILS OF THE SUBJECT

Name: **OPERATIONS MANAGEMENT IN TOURISM ORGANIZATIONS**
Level: Semester: FIRST

Type (Basic/Compulsory/Elective subject): ELECTIVE SUBJECT
Weekly class hours: 4 Credits (ECTS): 6
Year of Study Programme:

Lecturer: Jorge Molina Farinas
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2. DESCRIPTION

This subject aims to help the student understand the functioning of the different processes involved in a tourism company (primarily hotels and travel agencies) in order to develop a concrete and comprehensive perspective. It complements the knowledge acquired and serves as a tool for further learning.

3. SITUATION

Previous knowledge and skills:

Basic knowledge of economy, finances and marketing are required

Recommendations:

The use of a laptop or a tablet is recommended for certain activities.

Adaptation for students with special needs:

Not contemplated.

4. OBJECTIVES AND COMPETENCIES

Objectives:
1. To provide students with a clear understanding of the significant role played by the Operations Subsystem within tourism organizations when generating a competitive strategy. In this regard, the intention is for students to gain a comprehensive perspective on the array of decisions and activities that emerge within the realm of Operations Management in tourism companies, particularly in the aspects of planning, scheduling, and controlling the provision of tourism services.

2. To enable students to identify the different phases of the operations planning and control process within Operations Management, along with comprehending the mission, importance, and characteristics of the various plans resulting from this process.

3. To equip students with sufficient knowledge and proficiency in the most widely used tools and techniques for supporting medium and short-term decision-making in the Operations Management field, as well as the necessary skill in utilizing these tools.

Specifically, students should acquire a satisfactory understanding of the most common tools employed in tourism organizations for:

- Planning operations and capacity.
- Managing reservations.
- Scheduling tasks and personnel.
- Managing and scheduling projects.
- Conducting methods and work measurement studies.**

COMPETENCIES:

Specific Competencies:
1. Management, leadership, and administration of different types of tourism entities.
2. Planning and managing human resources within tourism organizations.
3. Defining objectives, strategies, and commercial policies.
4. Understanding operational procedures in accommodation, dining, and intermediary companies (leisure and transportation).

Generic Competencies:
- Possessing and comprehending fundamental general knowledge, as well as knowledge within the field of Tourism reflected in advanced textbooks.
- Capacity for organization and planning.
- Ability to manage time effectively.
- Decision-making.
- Skill in coordinating activities.
- Concern for quality.
- Ability to commit to environmental quality.
- Capacity for analysis and synthesis.
- Skills to retrieve and analyze information from different sources.
- Capacity for criticism and self-critique.
- Ethical commitment.
- Research skills.
- Capacity to learn.
- Ability to work autonomously.

5. COURSE CONTENTS OR THEMATICS SECTIONS

I. INTRODUCTION TO THE OPERATIONS SUBSYSTEM.
II. TACTICAL AND OPERATIONAL ASPECTS OF OPERATIONS IN TOURISM ORGANIZATIONS.

6. LIST OF TOPICS

I. INTRODUCTION TO THE OPERATIONS SUBSYSTEM.

1. The Traditional Hotel Industry
2. The Modern Hotel Industry
3. The Structures of the Hotel Industry

II. TACTICAL AND OPERATIONAL ASPECTS OF OPERATIONS IN TOURISM ORGANIZATIONS.

4. Forecasting Availability and Overbooking
5. Individual Reservations and Group Reservations
6. Tourism Intermediation
7. Intermediation in the sale of tour packages
8. Organizing trips.

7. METHODOLOGY AND TEACHING TECHNIQUES

Master classes including the basic concepts and general guidelines of the subject. Activities done in class.

8. ASSESSMENT CRITERIA

EUSA's standard evaluation criteria.

OPTION A

A) Written exams (70%): There will be 2 written exams (chapters 1-3 and then chapters 4-5). The average of these exams will represent 70% of the global grade.

B) Practice (20%): Several practical activities to do during class or at home individually or with other students. All activities must be given in time.

D) Attendance (10%): a proportional grade will be given to students depending on the attendance.

The final grade will represent the average of all parts, always if the written exams have been past.

The students will have to attend at least 75% of the classes.

OPTION B
Students will take this option if:

- they have not come to class
- they have come to class but less than 75% of the time.

Written exam (100%): Final exam.

Students in the second and third examination session will automatically follow option B.

9. REFERENCES

Specific

- James A. Bardi. HOTEL FRONT OFFICE MANAGEMENT. John Wiley & Sons, Inc.
- Gary K. Vallen and Jerome J. Vallen. Check-In, Check-Out:Managing Hotel Operations. Prentice Hall

Others (web addresses, etc)

- Bharath M. Josiam, Ph. D. and Gary K. Vallen, Ed. D.
- Peter O'Connor and Lorraine Sileo. INDEPENDENT LODGING PROPERTIES AND THE ONLINE MARKETPLACE . January 2019