



IDENTIFYING DATA

Company: Direction and management of tourism entities 1

Subject	Company: Direction and management of tourism entities 1			
Code	O04G240V01102			
Study programme	Grado en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish			
Department				
Coordinator	del Río Rama, María de la Cruz			
Lecturers	del Río Rama, María de la Cruz			
E-mail	delrio@uvigo.es			
Web				
General description	It deepens in the theoretical foundations that integrate the conceptual system of the Economy of the Company. Functional subsystems of the company (direction, politician, cultural, human and technician).			

Training and Learning Results

Code	
A1	Students need to show they have acquired and understood the knowledge in a field of study underpinned by general secondary education and which is usually at a level which-while drawing on advanced text books-also includes certain aspects that imply being familiar with the cutting edge of this field of study.
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
A5	Students should have developed the necessary learning skills in order to continue studying with a high level of autonomy.
B1	Skills in handling ICT in order to look up and make use of information
B3	The ability to critically interpret data and text
B5	Oral and written communication skills.
B7	The ability to work both in teams and individually
B8	Capacity for learning and independent work
C1	Understand and interpret knowledge related to the economic agents which intervene in tourism and the relationships established among them
C5	Understand and interpret knowledge related to the management basics of tourism enterprises: Internal economic problems and the relationships between the different subsystems.
C11	Identify the operational processes in tourism enterprises
D1	Responsibility and the capacity to take on commitment
D3	Creativity

Expected results from this subject

Expected results from this subject	Training and Learning Results	
Obtain the necessary knowledges that him *capacitan for the development of the professional activity in the field of the Management of Tourist Companies	A1	C1 C5
Apply the theoretical knowledges purchased	A2	B3 C11 B8

Use the necessary Tics for the handle and obtaining of information and notable data for the taking of *decisiones A3 B1

Handle properly the capacities purchased related with the development of his aptitudes, necessary to exert the profession in the tourist sector	A4 A5	B5 B7 B8	D1 D3
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Contents

Topic	
Brief description of the content: theoretical foundations that integrate the conceptual system of the Economy of the Company. Functional subsystems of the company (direction, politician, cultural, human and technician).	These contents develop by means of the following *temario:
It SPLITS I: FOUNDATIONS OF THE TOURIST COMPANY	
SUBJECT 1: THE TOURIST COMPANY	
SUBJECT 2: THE SURROUNDINGS OF THE TOURIST COMPANY	
SUBJECT 3: THE FUNCTION OF PLANNING IN THE TOURIST COMPANY	
It SPLITS II: ADMINISTRATION OF COMPANIES *TURÍSTICAS	
SUBJECT 4: THE FUNCTION OF ORGANISATION IN THE TOURIST COMPANY	
SUBJECT 5: THE FUNCTION OF DIRECTION IN THE TOURIST COMPANY	
SUBJECT 6: THE FUNCTION OF CONTROL IN THE TOURIST COMPANY	

Planning

	Class hours	Hours outside the classroom	Total hours
Problem solving	15	0	15
Seminars	3	0	3
Lecturing	29	0	29
Essay	0	28	28
Objective questions exam	2	69	71
Case studies	0	4	4

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Problem solving	Activity in which they formulate problems and/or exercises related with the *asignatura. The student has to develop the suitable or correct solutions by means of the *ejercitación of routines, the application of formulas, the application of procedures of transformation of the available information and the interpretation of the results. It is used to use as I complement of the lesson *magistral.
Seminars	You interview that the student is supported by the *profesorado of the *asignatura for advice/develop of activities of the *asignatura and of the process of learning.
Lecturing	Exhibition by part of the professor of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise or project to develop by the student.

Personalized assistance

Methodologies	Description
Seminars	Non-face-to-face service mechanism for students (tutorials): in all modalities, face-to-face or non-face-to-face, the tutoring sessions will be carried out by telematic means (email, videoconference) under the modality of prior agreement.

Assessment

Description	Qualification Training and Learning Results

Essay	Realisation of an autonomous work in group. It will elaborate along all the *cuatrimestre and will present at the end of the same.	25	A1 A2 A3 A4 A5	B1 B3 B5 B7 B8	D1 D3
Objective questions exam	Evaluation of the assimilation of knowledges (three knowledge tests)	70	A1		C1 C5 C11
Case studies	Realisation of two practical cases or analysis of situations.	5	A2 A4	B1 B3 B5	C1 C5 C11

Other comments on the Evaluation

There are two evaluation systems: continuous evaluation and global evaluation. The deadline to change from continuous evaluation to global is from September 11 to October 11.

- **Non-face-to-face (non-continuous evaluation system and second call)**, with a final exam that may include theoretical and/or practical content through questions that may be multiple choice, short, development, or practical cases. The exam will consist of a theoretical part (short questions and/or test) (50%) practical (50%). It will be necessary to pass both parts separately (5 points out of 10). This test is aimed at assessing the understanding of the concepts acquired in the subject, assuming 100% of the grade, and will evaluate, in addition to the concepts of the subject, the clarity in the exposition and the correct grammatical and orthographic use in those parts that require it.

- **Classroom (Continuous assessment system)**: the application of a continuous assessment system means that the final grade will be obtained from the evaluation of three knowledge tests, resolution of short exercises and supervised work.

1.- Knowledge tests: it will consist of the resolution of three knowledge tests, which would contain exercises and answers to short and/or multiple-choice questions. Theoretical part (short questions and/or test type) (50%), practical (50%). It will be necessary to pass both parts separately (5 points out of 10), to pass the knowledge test. To pass the subject it is necessary to have passed the three knowledge tests.

2.- The resolution of short exercises: it is estimated that the total number of short works will be three throughout the entire semester.

3.- Tutored work: it will consist of the elaboration in a group (3/4 students) of a work, destined to the application of the concepts and techniques of the subject in an autonomous way by the students, counting on personalized attention for its follow-up. The supervised work will be delivered on the deadline announced well in advance.

The final grade will be the sum of the knowledge tests that account for 70% of the grade (to make the sum all of them must be approved), plus the grade obtained in the resolution of short exercises that will mean 5% of the final grade and the sum of the qualification obtained by the tutored work that will mean 25% of the final grade. Minimum mark to pass the subject 5. To make the sum of the three tests (knowledge tests + resolution of short exercises + supervised work) all the knowledge tests must be approved.

All those knowledge tests not passed will be recovered in the official exam call (January).

- The specific characteristics of the final exam, both in the face-to-face evaluation (July call) and in the non-face-to-face evaluation, will be detailed by the professors of the subject (in class and through the MOOVI platform) in advance of it and in the framework of the legal deadlines established by the University of Vigo.

- In all exams it will be mandatory to identify yourself officially (DNI, Passport or official substitute document) and the possession of mobile phones, smartphones, or any other electronic device is prohibited, even when these are turned off or at rest. Failure to comply with these two conditions will invalidate the call to which you are attending.

- The dates and times of the assessment tests for the different calls are those specified in the assessment test schedule approved by the Xunta de Centro for the 2023-2024 academic year. In the case of conflict or disparity between the dates of the exams, those indicated on the FCETOU website will prevail.

Second call (July) (face-to-face): it will be evaluated with a final exam of all the contents of the subject that may include theoretical and/or practical content through questions that may be multiple choice, short, development, or practical cases. The exam will consist of a theoretical part (short questions and/or test) (50%) practical (50%). It will be necessary to pass both parts separately (5 points out of 10). This test is aimed at assessing the understanding of the concepts acquired in the subject, accounting for 70% of the grade, and will evaluate, in addition to the concepts of the subject, the clarity in the exposition and the correct grammatical and orthographic use in those parts that require it. The rest of the note corresponds

to the continuous evaluation (5% short exercises and 25% supervised work).

Sources of information

Basic Bibliography

Inmaculada Martín Rojo, **Dirección y Gestión de Empresas del sector Turístico**, Ed. Pirámide, 2000

Raquel Arguedas y M^a Teresa Nogueras, **Planificación, Dirección y Gestión Financiera de Empresas Turísticas**, Editorial Universitaria Ramón Areces, 2007

Complementary Bibliography

Eduardo Parra López; Francisco Calero García, **Gestión y Dirección de Empresas Turísticas**, Ed. McGraw Hill, 2006

Cristóbal Casanueva Rocha; Julio García del Junco; Francisco Javier Caro González, **Organización y Gestión de Empresas Turísticas**, Editorial Pirámide, 2000

Recommendations

Other comments

- This teaching guide anticipates the lines of action that must be carried out with the student in the subject and is conceived in a flexible way. Consequently, it may require readjustments throughout the academic year promoted by the dynamics of the class and the real target group or by the relevance of the situations that may have arisen. Likewise, students will be provided with specific information and guidelines that are necessary at all times of the training process.

- Non-face-to-face service mechanism for students (tutorials): in all modalities, face-to-face or non-face-to-face, the tutoring sessions will be carried out by telematic means (email, videoconference) under the modality of prior agreement.