



## IDENTIFYING DATA

### Creation and viability of tourist companies

Subject	Creation and viability of tourist companies			
Code	004G240V01907			
Study programme	Grado en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	#EnglishFriendly Galician			
Department				
Coordinator	Domínguez Vila, Trinidad			
Lecturers	Domínguez Vila, Trinidad			
E-mail	trinidad@uvigo.es			
Web				
General description	English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

## 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
- B9 Ability to apply the theoretical and practical knowledge acquired in a specialised academic context
- B10 Ability to transform an empirical problem into an object of study and to reach conclusions
- C5 Understand and interpret knowledge related to the management basics of tourism enterprises: Internal economic problems and the relationships between the different subsystems.
- C6 Understand and interpret knowledge regarding the basics of tourism marketing, as well as its commercial objectives, strategies and policies
- C7 Understand and interpret concepts related to the financial and analytical information management of tourist companies.
- C8 Understand and interpret knowledge regarding the legal framework regulating tourism activities
- C11 Identify the operational processes in tourism enterprises
- C13 To be able to evaluate alternatives in the planning, management and control of tourist companies, as well as make strategic decisions.
- C15 Orientation of customer services
- D1 Responsibility and the capacity to take on commitment
- D2 Ethical commitment
- D3 Creativity
- D4 Entrepreneurship.

**Expected results from this subject**

Expected results from this subject	Training and Learning Results			
Comprender e interpretar coñecementos acerca dos fundamentos da xestión de empresas turísticas:	A1	B1	C5	D1
Problemas económicos internos e interrelaciones entre os distintos subsistemas	A2	B3	C6	D2
	A3	B5	C7	D3
	A4	B7	C8	D4
	A5	B8	C11	D5
		B9	C13	
		B10	C15	

**Contents**

## Topic

BLOCK I: FUNDAMENTALS	<ol style="list-style-type: none"> <li>1. The idea of creating a company</li> <li>2. The entrepreneur as a factor in the creation of companies</li> <li>3. The figure of the entrepreneur</li> <li>4. The viability of the company I: Generalities</li> <li>5. The viability of the company II: Practical aspects</li> <li>6. The Economic - Financial Plan</li> </ol>
BLOCK II: THE BUSINESS PLAN OF THE TOURIST SECTOR NA PRACTICE	<p>Introduction</p> <p>Definition of the business project.</p> <p>The Promoting Team.</p> <p>Analysis and diagnosis of the situation.</p> <p>The Marketing Plan.</p> <p>The Operational Plan.</p> <p>The Human Resources Plan.</p> <p>The Economic - Financial Plan.</p> <p>Business Feasibility Analysis.</p> <p>The formal Legal Plan.</p> <p>The Innovation Plan/Quality Plan.</p> <p>Conclusions of the business plan</p>

**Planning**

	Class hours	Hours outside the classroom	Total hours
Problem solving	25	18	43
Lecturing	17.5	0	17.5
Learning-Service	28	18	46
Essay	20	45	65
Presentation	10	14.5	24.5
Systematic observation	0	7	7
Portfolio / dossier	0	7	7

\*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	Activities in which problems and/or exercises related to the subject are formulated. They are used as a supplement to the master's lesson.
Lecturing	Explanation by the teacher of the basic contents of the subject. Explanation of work guidelines, sources of information and guidelines for developing the work of the subject. It is about raising students' interest in the creation of companies, as a possible business alternative. For this, they will have to integrate the knowledge acquired in other subjects and apply them to the creation of the company itself
Learning-Service	It combines learning and community service processes in a single articulated project where the participants learn to work on the real needs of the environment with the purpose of improve it

**Personalized assistance****Methodologies Description**

Learning-Service	Voluntary participation in a learning project in collaboration with another organization
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**Tests Description**

Essay	Personal monitoring of the work done by the students, and more specifically with regard to the preparation of a business plan. Tutoring sessions may be held in person or online. In the latter case, a prior appointment must be requested.
Presentation	The students must make a business plan about a newly created company, which they will have to deliver and present throughout the course.

<b>Assessment</b>			
	Description	Qualification	Training and Learning Results
Essay	It includes the completion by the student of a business plan for the tourism sector	40	
Presentation	Includes partial and final presentations of the business plan and classroom exercises	40	
Systematic observation	Attentive, rational, planned and systematic perception for describe and record the manifestations of the behavior of the students	20	
Portfolio / dossier	Realization of a folder with the learnings derived from ApS experience. It consists of the compilation of the work of the student in which he shows his efforts, progress and achievements The compilation must include content chosen by student, the selection criteria and proofs of self reflection	20	

### **Other comments on the Evaluation**

#### **STUDENT CONTINUOUS ASSESSMENT**

- All students who appear for any of the tests are understood to have followed the continuous assessment procedure listed above. Students can change from continuous to global assessment by sending an email between September 11 and October 11, 2023.

- The previous assessment is valid for students who carry out continuous assessment. Students must pass each of the assessment tests listed above to pass the subject with a minimum of 5.

- If a student does not appear for any of the tests, they will be assigned a grade of 0.

- The evaluation test schedule officially approved by the ESEI Central Board is published on the website <http://fcetou.uvigo.es/es/>.

====STUDENT PARTICIPATING IN ApS====

*In the continuous assessment, the final grade will be the result of:*

*a) Completion of a learning folder/dossier and systematic observation by the teacher. An oral defense may be required for the evaluation. This grade weighs 20% equivalent to the presentations to be made in the final work.*

*b) Carrying out a job. This work will be delivered in parts and will be returned corrected so that the students can carry out the corresponding corrections. It will have a maximum assessment of 40% of the final grade.*

*c) Presentations of the work to be developed. It will have a maximum assessment of 40% of the final grade.*

#### **GLOBAL ASSESSMENT STUDENTS**

- It is considered that the student who does not make the first oral presentation or requests the change by email before October 11, 2023, will opt for the global assessment.

- For students who do not opt for continuous assessment, the procedure will be a set of tests that will represent 100% of the subject's grade. To pass the subject it is ESSENTIAL to get a score equal to or higher than 5 out of 10.

#### **Test 1: Problem Solving**

Description: Objective test that will include assessment of practical concepts.

Applied methodology: Solving problems and/or exercises

% Grade: 40%

Minimum %: You must score a minimum of 5 out of 10.

### **Test 2: Solving problems and/or exercises**

Description: Objective test that will include evaluation of applied theoretical concepts.

Applied methodology: Solving problems and/or exercises

% Grade: 20%

Minimum %: You must score a minimum of 5 out of 10.

### **Test 3: Presentations**

Description: Oral presentations where mainly communication skills will be assessed

Applied methodology: Making oral presentations.

% Grade: 40%

Minimum %: You must score a minimum of 5 out of 10.

### **EVALUATION CRITERIA FOR EXTRAORDINARY CALL AND END OF CAREER**

- The continuous and global evaluation systems exposed above will be used.

### **QUALIFICATION PROCESS IN MINUTES**

- Regardless of the evaluation system and the call, if you do not pass any part of the evaluation, but the overall score was higher than 4 out of 10, the grade in the minutes will be 4.

### **EVALUATION DATES**

- The official exam dates for the different calls, officially approved by the Central Board, are published on the FCETOU website <http://fcetou.uvigo.es/es/>

### **USE OF MOBILE DEVICES**

All students are reminded of the prohibition of the use of mobile devices in exercises and practices not authorized for this, in compliance with article 13.2.d) of the University Student Statute.

### **INQUIRY AND/OR REQUEST FOR TUTORIALS**

Tutorials can be consulted through the personal page of the teaching staff, accessible through <http://fcetou.uvigo.es/es/docencia/profesorado/>

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### **Sources of information**

#### **Basic Bibliography**

#### **Complementary Bibliography**

AMARU MAXIMIANO, ANTONIO, **ADMINISTRACIÓN PARA EMPRENDEDORES: FUNDAMENTOS PARA LA CREACIÓN Y GESTIÓN DE NUEVOS NEGOCIOS**, 2008,

FERNÁNDEZ, ZULIMA, **MANUAL DE CREACIÓN DE EMPRESAS: DE LA OPORTUNIDAD A LA PUESTA EN MARCHA**, 2014,

JIMENEZ, JOSE ANTONIO, **DIRECCIÓN ESTRATÉGICA Y VIABILIDAD DE EMPRESAS**, 2008,

MEYER, PEDRO, **25 CASOS DE ÉXITO EN EL MUNDO EMPRESARIAL**, 2009,

RIVAS, JESÚS, **ORGANIZACIÓN, GESTIÓN Y CREACIÓN DE EMPRESAS TURÍSTICAS**, 2005,

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### **Recommendations**

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#### **Subjects that it is recommended to have taken before**

Company: Accounting of tourism organisations 1/O04G240V01101

Company: Accounting of tourism organisations 2/O04G240V01202

Company: Direction and management of tourism entities 1/O04G240V01102  
Company: Direction and Management of tourism entities II/O04G240V01203  
Tourism distribution/O04G240V01401  
Human resources management in tourism ventures/O04G240V01305  
Tourism marketing/O04G240V01303  
Financial planning of tourism businesses/O04G240V01912

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