

Module/Subject Title:	<b>Tourist Company Management</b>
Scope:	2 ECTS
Introduction:	This module will seek to understand the nature of the economic environment that affects tourist companies with the aim of identifying and exploiting their possible competitive advantages. Furthermore, this module will seek to analyse the various functional existing areas in tourist companies in order to achieve an efficient management.
Prescribed reading:	<a href="http://www.knowyourlifestyle.eu/">http://www.knowyourlifestyle.eu/</a> <a href="http://www.guerrasynavas.com/case05_5ed_outline.htm">http://www.guerrasynavas.com/case05_5ed_outline.htm</a>
Recomm. reading:	<a href="https://shankar9119.files.wordpress.com/2013/07/management-11th-edn-by-stephen-p-robbins-mary-coulter-pdf-qwerty80.pdf">https://shankar9119.files.wordpress.com/2013/07/management-11th-edn-by-stephen-p-robbins-mary-coulter-pdf-qwerty80.pdf</a> <a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a>
Additional material:	<a href="http://www.sciencedirect.com/science/article/pii/S0261517703001845">http://www.sciencedirect.com/science/article/pii/S0261517703001845</a>

Date	Topic	Topic Activities	Reading References	Teachers Approach
Day 1	The tourist company and its globalised environment as a socio-economic reality.	To offer as much objective data as possible, and to motivate the students to define their own concept of a tourist company in a globalised environment. The aim is to inform, not to instruct the students so that they can build their own opinion. To analyse similarities and differences between the Spanish and the Icelandic tourist sector in a current context.	<a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a> y <a href="http://www.knowyourlifestyle.eu/images/uploads/kyl_2_water_english.pdf">http://www.knowyourlifestyle.eu/images/uploads/kyl_2_water_english.pdf</a>	Page 27 for an exercise that will help to understand globalization as the context for tourism. <a href="http://www.knowyourlifestyle.eu/images/uploads/kyl_2_water_english.pdf">http://www.knowyourlifestyle.eu/images/uploads/kyl_2_water_english.pdf</a> Other materials that can be used are: <a href="http://www.knowyourlifestyle.eu/">http://www.knowyourlifestyle.eu/</a> y <a href="https://www.youtube.com/watch?v=pA6FSy6EKrM">https://www.youtube.com/watch?v=pA6FSy6EKrM</a> The teacher must see chapters 1, 2, 3 y 4 for outside analysis at <a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a>
Day 2	Management at an strategical level and at a tactical level in a tourist company	Qué es la dirección estratégica? Cuáles son los tipos de decisiones estratégicas que se pueden implementar en una empresa turística? Cuáles son las similitudes y diferencias existentes entre las decisiones estratégicas de las empresas turísticas de España y de Islandia?	<a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a> y <a href="http://www.guerrasynavas.com/case05_5ed_outline.htm">http://www.guerrasynavas.com/case05_5ed_outline.htm</a>	This textbook will help the teacher to go deeper into the creation of strategies, chapters 5, 6, 7 and 8. The proposed case study will allow the students to go deeper into the analysis of Spanish tourist companies and their divergencies in comparison with the Icelandic ones.
Day 3	Functional areas in tourist companies: financial factors, supplies, production and commercialization	Tomando un ejemplo de empresa turística conocida en el sector y analizar sus áreas funcionales.	<a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a>	The teacher will use chapter 9 for the implementation of strategies. <a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a>

	Day 4	Functional areas in tourist companies: human factors (selection, formation, assignment and remuneration)	Cuáles son las competencias profesionales que son demandadas en el sector turístico? Cómo realizan las empresas turística su selección, formación, asignación y compensación del personal?	<a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a>	The teacher will use chapter 9 for the implementation of strategies. <a href="http://www.guerrasynavas.com/fsm_presentation.htm">http://www.guerrasynavas.com/fsm_presentation.htm</a>
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	Day 5	This day/session will be used to summarize the course and learning outcome. It can be done in the form of tests, projects presentations or other, depending on the courses focus.			
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**Learning outcomes:**

Student should have knowledge and understanding of:

A.	the economic environment that affects tourist companies.
B.	the variety of tourist companies and their functional areas.
C.	the nature and specificity of management work in tourist companies.
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Students should have acquired skills to:

A.	identify the sources of competitive advantages for tourist companies
B.	think strategically about existing interrelations in the tourist business system and identify the consequences of their decisions
C.	
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Student should be able to utilize the knowledge and skills he has acquired to:

A.	to make an analysis of the economic environment seeking for competitive advantages
B.	to take decisions in order to achieve an efficient management in a tourist company
C.	

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