



Universitat de Lleida

DEGREE CURRICULUM  
**ORGANIZATION AND  
MANAGEMENT OF RETAILER  
ENTERPRISES**

Coordination: MARTIN FUENTES, EVA

Academic year 2021-22

**Subject's general information**

<b>Subject name</b>	ORGANIZATION AND MANAGEMENT OF RETAILER ENTERPRISES			
<b>Code</b>	102616			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Tourism	2	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	2	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	3	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	2.1		3.9
	<b>Number of groups</b>	1		1
<b>Coordination</b>	MARTIN FUENTES, EVA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	Face-to-face hours (online or in the classroom): 60 Independent student hours: 90			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan in lectures 50% Spanish in the teaching material 50%			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MARTIN FUENTES, EVA	eva.martin@udl.cat	2,5	
MARTÍ SIMÓ, NÚRIA	nuria.marti@udl.cat	3,5	

## Subject's extra information

Eva Martín Fuentes - Tutorials Monday and Thursday from 13 to 14h

Núria Martí Simó - Tutorials Wednesday and Thursday from 13 to 14h

## Learning objectives

See competences

## Competences

### University of Lleida strategic competences

- Correctness in oral and written language.

#### Goals

- Plan, draft and present phases of the production process of a package.

- Master Information and Communication Technologies.

#### Goals

- Study the usefulness of information and communication technology (ICT) in tourism distribution and analyse the changes that are occurring.

- Respect of the essential rights of equality between men and women, the promotion of Human Rights and of the values of a peace culture and democracy.

### Degree-specific competences

- Create and direct a tourist service business which attends and responds to the surroundings in which it operates.

#### Goals

- Learn to manage human resources and technical resources in a brokerage firm.
- Describe the operating procedure of tourism brokerage firms.

- Undertake the functions tied to the different functional areas of a touristic business and institutions.

## Goals

- 1. Know how to differentiate the types of travel agencies on the market today and the functions they perform. 2. Know the characteristics of tour operators and travel agencies. 3. Describe the operating procedure of tourism brokerage firms. 4. Learn to manage human resources and technical resources in a brokerage firm.
- Apply instrumental techniques in the analysis and resolution of business problems and the making of decisions.

## Goals

- Study the usefulness of information and communication technology (ICT) in tourism distribution and analyse the changes that are occurring.

## Degree-transversal competences

- Ability to organise and plan.
- Team work and leadership.

## Goals

- Plan, draft and present phases of the production process of a package. .
- Be able to work and learn in an autonomous way and at the same time adequately interact with others through cooperation and collaboration.

## Goals

- Describe the operating procedure of tourism brokerage firms.

## Subject contents

Topic 1. Introduction to tourism intermediation

- 1.1. Summary of the legislation on tourism intermediation.
- 1.2. Functions of intermediation companies.
- 1.3. Combined trip and single service.

Topic 2. Management of the production of tourist services:

- 2.1. The offer in tourist intermediation.
- 2.2. The demand in tourism intermediation.

Topic 3. Production of the travel product:

- 3.1. Travel product design.

3.2. Preparation of the travel product.

Topic 4. Marketing and distribution of tourist services:

4.1. Marketing and distribution.

4.2. Receipt of reservations.

4.3. Formalization of the travel product.

4.4. Documents delivery.

4.5. Provision of services or realization of the trip.

4.6. Liquidation of the travel product.

4.7 Quality control.

Topic 5. Quotation of tourist services.

5.1. Pricing policy.

5.2. Travel product quote.

Topic 6. Mediation in the sale of means of transport, package tours and other services.

6.1. Air Transport.

6.2. Surface transportation.

6.3. Aquatic transport.

Topic 7. Intermediation companies in the collaborative economy.

## Methodology

The methodology of this subject is eminently practical. The theoretical bases that will be necessary for the student to acquire, is to carry out in master classes using participatory methods, trying to awaken the capacity of reasoning of the student, dealing with current topics of discussion and analysis to promote the connection for understanding.

The practical classes will also consist of home studies, resolution of practices and conference of experts.

## Development plan

Dates (Setmanes)	Descripció	Activitat Presencial	HTP (2) (Hores)	Activitat treball autònom	HTNP (3) (Hores)

Dates (Setmanes)	Descripció	Activitat Presencial	HTP (2) (Hores)	Activitat treball autònom	HTNP (3) (Hores)
1	Tema 1. Introducció a la intermediació turística 1.1. Resumen de la legislació sobre intermediació turística. 1.2. Funciones de las empresas de intermediación. 1.3. Viaje combinado y servicio suelto.	Clase magistral	4	Estudio	6
2	Tema 1. Introducció a la intermediació turística 1.1. Resumen de la legislació sobre intermediació turística. 1.2. Funciones de las empresas de intermediación. 1.3. Viaje combinado y servicio suelto.	Clase magistral y prácticas	4	Estudio Prácticas	6
3	Tema 2. Gestión de la producción de servicios turísticos: Tema 2.1. La oferta en la intermediación turística. Tema 2.2. La demanda en la intermediación turística.	Clase magistral	4	Estudio Casos Prácticos	6
4	Tema 2. Gestión de la producción de servicios turísticos: Tema 2.1. La oferta en la intermediación turística. Tema 2.2. La demanda en la intermediación turística.	Clase magistral y prácticas	4	Estudio Casos Prácticos	6
5	Tema 2. Gestión de la producción de servicios turísticos: Tema 2.1. La oferta en la intermediación turística. Tema 2.2. La demanda en la intermediación turística.	Clase magistral y prácticas	4	Estudio Casos Prácticos Prácticas	6
6	Tema 3. Producción del viaje combinado: 3.1. Diseño del producto viaje. 3.2. Confección del producto viaje.	Clase magistral y prácticas	4	Estudio Prácticas	6

Dates (Setmanes)	Descripció	Activitat Presencial	HTP (2) (Hores)	Activitat treball autònom	HTNP (3) (Hores)
7	Tema 3. Producció del viatge combinado: 3.1. Disseny del producte viatge. 3.2. Confecció del producte viatge.	Clase magistral y prácticas	4	Estudio Casos Prácticos Prácticas	6
9	Evaluación	Prueba objetiva de contenidos	2	Estudio	3
8	Tema 4. Comercialización y distribución de servicios turísticos: 4.1. Comercialización y distribución. 4.2. Recepción de reservas. 4.3. Formalización del producto viaje. 4.4. Entrega de documentos. 4.5. Prestación de servicios o realización del viaje. 4.6. Liquidación del producto viaje. 4.7 Control de calidad.	Clase magistral y prácticas	4	Estudio Prácticas	6
10	<b>Presentació treballs en grup</b> Tema 5. Cotización de servicios turísticos. 5.1. Política de precios. 5.2. Cotización del producto viaje.	Evaluación Clase magistral y prácticas	4	Estudio Presentación oral Casos Prácticos	6
11	Tema 5. Cotización de servicios turísticos. 5.1. Política de precios. 5.2. Cotización del producto viaje.	Clase magistral y prácticas	4	Estudio Casos Prácticos	6
12	Tema 5. Cotització de serveis turístics. 5.1. Política de preus. 5.2. Cotització del producte viatge.	Clase magistral y prácticas	4	Estudio Casos Prácticos	6
13	Tema 6. La intermediació en la venda de mitjans de transport, de viatges combinats i d'altres serveis. 6.1. Transport aeri. 6.2. Transport terrestre. 6.3. Transport aquàtic.	Clase magistral y prácticas	4	Estudio Casos Prácticos	6

<b>Dates (Setmanes)</b>	<b>Descripció</b>	<b>Activitat Presencial</b>	<b>HTP (2) (Hores)</b>	<b>Activitat treball autònom</b>	<b>HTNP (3) (Hores)</b>
14	Tema 6. La intermediación en la venta de medios de transporte, de viajes combinados y de otros servicios. 6.1. Transporte aéreo. 6.2. Transporte terrestre. 6.3. Transporte acuático.	Clase magistral y prácticas	4	Estudio Casos Prácticos	6
15	Tema 7. Empresas de intermediación en la economía colaborativa.	Clase magistral y prácticas	4	Estudio Casos Prácticos	6
16	Evaluación	Prueba objetiva de contenidos	2	Estudio	



## Evaluation

Objectives	Actividades de evaluación Criterios	%	Fechas	O/V (1)	I/G (2)	Observaciones
Applying instrumental techniques in the analysis and solution of business problems and in decision-making. Develop the functions related to the different functional areas of a tourist company and institutions. Correct written expression.	Objective content test	25	Week 9	O	I	
Create and run a tourism service company attending and responding to changes in the environment in which it operates. Develop the functions related to the different functional areas of a tourist company and institutions. Correct written expression.	Objective content test	25	Week 17	O	I	
Teamwork and leadership Being able to work and learn autonomously and, simultaneously, interact appropriately with others, cooperating and collaborating. Create and run a tourism service company attending and responding to changes in the environment in which it operates. ICT domain. Correct written expression.	Practical work	15	Week 8	O	G	
Teamwork and leadership Being able to work and learn autonomously and, simultaneously, interact appropriately with others, cooperating and collaborating. Create and run a tourism service company attending and responding to changes in the environment in which it operates. ICT domain. Correct written expression.	Oral presentation	10	Week 10	O	G	
Ability to organize and plan. Develop the functions related to the different functional areas of a tourist company and institutions. ICT domain.	Practical work in the classroom	10	All semester	O	I/G	
Create and run a tourism service company attending and responding to changes in the environment in which it operates. ICT domain.	Virtual debate	15	From week 11 to 14	O	I	

(1)Obligatòria / Voluntària      (2)Individual / Grupal

### Clarifications

The student will be able to answer all the tests in Catalan, Spanish or English.

In the event that a student documents documentally their inability to attend scheduled activities in the continuous assessment (for paid work, second or subsequent tuition of the subject, conciliation of work and family life and mobility stays) You may opt for one or more tests of validation of competences and knowledge that are detailed in the teaching guide. The dates of the tests will be the day of examination 2 of the rest of the students of the subject that is announced in the calendar of examinations of the subject.

As indicated by the legal adviser of the UdL, this test is subject to the regulations for the evaluation of recovery effects (tests equal to or greater than 30%) and review.

On the website of the Faculty there is the document that must fill the students and deliver to the professor responsible for the subject:

<http://www.fdet.udl.cat/export/sites/Fdet/ca/.galleries/Documents/Secretaria-documents/Sollicitud-davaluaci3n-alternativa.pdf>

The application for this assessment modality must be made before March 1, 2022 with documentary accreditation and, once done, it can not be modified.

In accordance with art. 3.1 of the UdL assessment regulations, the student can not use, in any case, during the conduct of the evaluation tests, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carries electronic devices not allowed, will have to abandon the test or the test, and will be subject to the consequences provided in these regulations or any other regulations of internal regime of the UdL.

## Bibliography

### Recommended bibliography

- Albert, Isabel (2010). *Intermediació turística*. Barcelona: UOC
- Borja, L./ Gomis, JM (2009). *El nuevo paradigma de la intermediación turística*. Madrid: Piràmide.
- Cavanillas, S.; Tur, M.N.; Benito, M.T.; Suinaga, C. (2002). *Turismo y comercio electrónico. La promoción y contratación on line de servicios turísticos*. Granada: Comares ("Derecho de la Sociedad de la Información").
- Alcaraz, B. (2002). *Los canales de distribución en el sector turístico*. Madrid: ESIC.
- Fumero, A.; Roca, G. (2007). *Web 2.0. Madrid*. Madrid: Fundación Orange.
- Sanz, C. (2005). *Régimen Jurídico-Administrativo de la intermediación turística*. Sevilla: Junta de Andalucía.
- Valls, J. F. (2008). *Fenómeno Low cost. El impacto en el factor precio*. Barcelona: Deusto