

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **INTERMEDIACIÓN Y DISTRIBUCIÓN TURÍSTICA**

Code: 101704

Degree/Master: **GRADO DE TURISMO**

Year: 2

Field: GESTIÓN DE EMPRESAS TURÍSTICAS

Character: OBLIGATORIA

Duration: SECOND TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform:

### LECTURER INFORMATION

Name: MUÑIZ RODRÍGUEZ, NOEL MARTÍN (Coordinator)

Department: ESTADÍSTICA, ECONOMETRÍA, INVESTIGACIÓN OPERATIVA, ORGANIZACIÓN DE EMPRESAS Y

Area: ORGANIZACIÓN DE EMPRESAS

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None

#### Recommendations

None specified

### INTENDED LEARNING OUTCOMES

- |      |   |
|------|---|
| CB1  | Developing the ability to analyse and summarise   |
| CB2  | Demonstrating the ability to organise yourself and plan   |
| CB3  | Written and oral communication in Spanish   |
| CB4  | Being able to work as a team  |
| CB5  | Developing skills in interpersonal relationships  |
| CB6  | Demonstrating critical thinking   |
| CB7  | Developing autonomous learning  |
| CB8  | To acquire skills and an ethical commitment to contribute to creating a fairer and more respectful society with regards basic human rights. |
| CE16 | The management of the different types of tourism organisations  |
| CE18 | To define tourism objectives, strategies and marketing design.  |
| CE19 | To understand the operating process of tourism companies (accommodation, catering, brokering).  |

### OBJECTIVES

Know the fundamentals and services of companies dedicated to tourism intermediation and distribution.



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## COURSE DESCRIPTION

### CONTENT

#### 1. Theory contents

1. Tourism distribution: channels, modes and means.
2. ICTs and tourism distribution.
3. Distribution of accommodation and catering services.
4. Road transport distribution.
5. Distribution of water transport and cruises.
6. Rail transport distribution.
7. Air transport distribution.
8. Travel agencies and tourism distribution.
9. Tourist packages

#### 2. Practical contents

Each topic is accompanied by case studies for a better understanding of the concepts.

### SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Good health and well-being  
Gender equality  
Affordable and clean energy

### METHODOLOGY

#### Methodological adaptations for part-time students and students with disabilities and special educational needs

For part-time students, their condition and availability in the course will be taken into account, both in the development of the course and in its evaluation. The adaptation of the part-time student to the subject will be carried out by mutual agreement between the professor responsible for it and the students involved at the beginning of the term.

Regarding NEE students, reinforcement and review activities will be carried out, as well as any other activity that may be necessary according to the type of NEE student.

#### Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	2	-	2
<i>Case study</i>	23	15	38
<i>Lectures</i>	20	-	20
<b><i>Total hours:</i></b>	<b>45</b>	<b>15</b>	<b>60</b>

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### Off-site activities

Activity	Total
<i>Exercises</i>	45
<i>Self-study</i>	45
<b><i>Total hours</i></b>	<b><i>90</i></b>

## WORK MATERIALS FOR STUDENTS

Coursebook

Exercises and activities

## EVALUATION

Intended learning	Case study/clinical case discussion/scientific work discussion	Exams	Real and/or simulated tasks
<i>CB1</i>	X		X
<i>CB2</i>	X		X
<i>CB3</i>	X		X
<i>CB4</i>	X		X
<i>CB5</i>	X		X
<i>CB6</i>	X		X
<i>CB7</i>	X		X
<i>CB8</i>	X		X
<i>CE16</i>		X	
<i>CE18</i>		X	
<i>CE19</i>		X	
<b><i>Total (100%)</i></b>	<b><i>15%</i></b>	<b><i>70%</i></b>	<b><i>15%</i></b>
<b><i>Minimum grade</i></b>	<b><i>2</i></b>	<b><i>3.5</i></b>	<b><i>2</i></b>

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

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### Attendance will be assessed?:

No

### General clarifications on instruments for evaluation:

Attendance is not assessed in the final grade. However, many of the individual and/or group work (which correspond to the evaluation instruments Performance Tests and Practical Assumptions) will be performed and delivered in the classroom and will account for 30% of the final grade.

The final exam will consist of a multiple-choice test, which will account for 35% of the final grade (10), and a practical exercise resolution test, which will also account for 35% of the final grade.

In order to be able to apply the above mentioned percentages, the student must pass the final exam, and must obtain a minimum of 3.5 points (out of 10) in each one of the following exams. (Out of 10) in each part of the exam.

The note will remain until July

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

The adaptation of the part-time student to the subject will be carried out by mutual agreement between the teacher responsible for the subject and the students involved at the beginning of the term. With respect to NEE students, reinforcement activities will be established and the teaching-learning process will be facilitated through the instruments required in each case (depending on the special educational need).

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

The grade of the class work will not be saved for the first extraordinary exam or for the extraordinary exam for the completion of studies.

### Qualifying criteria for obtaining honors:

Maximum grade.

## BIBLIOGRAPHY

### 1. Basic Bibliography

The Business of Tourism Management. London: Prentice Hall. Cooper, C. et al (2005)

Tourism. Principles and Practices. Harlow: Pearson. De Borja Solé, Luis y Miguel Gomis, Joan (2009)

Travel and Tourism. London: Sage. Holloway, C. (2009)

The Business of Tourism. London: Prentice Hall. Pender, L. and Sharpley, R. (2005) (eds.)

The Management of Tourism. London: Sage. Page, S.J. (2006)

### 2. Further reading

None

## COORDINATION CRITERIA

Joint activities: lectures, seminars, visits ...

## COURSE DESCRIPTION

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.