

Academic Year: (2020 / 2021)

Review date: 10/07/2020 11:00:08

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester :

OBJECTIVES

This course aims to introduce to the students to the basic concepts of Operations Management and its application in the tourism sector. To achieve this goal students must acquire a range of knowledge, skills and attitudes.

For knowledge, at the end of the course the student will be able to:

- To know, understand and implement the objectives, strategies and policies to follow in the area of Operations Management and in the Tourism sector.
- To know the design of products, services and tourism activities.
- To understand and analyze the different types of tourism processes.
- To learn, analyze and evaluate the factors that determine location decisions, capacity and distribution.
- To understand and correctly apply the technologies of information and communication technology (TIC).
- To learn the basics concepts of quality management and the environment management.

For specific skills, at the end of the course, students will be able to:

- To design products, services and tourism.
- To design operational processes and procedures in the field of tourism.
- To make decisions on the location, capacity and distribution of tourism organizations.
- To manage the sources of information to analyze location decisions, capacity and distribution.
- To use the tools of quantitative and qualitative methods to solve location decisions, capacity.
- To analyze and interpret the results obtained from the various alternatives proposed in relation to location decisions, capacity and distribution.
- To implement programs to improve the environmental and the quality.

In terms of general abilities or skills, the course will work:

- The ability of making decisions.
- The ability of working individually, prioritizing the precision and accuracy of results.
- The ability of working together.
- The ability of working with tools and new information and communication technologies (TIC).
- The ability of interacting with others.
- The ability of adapting to new situations.

After completing the course, the student should have the following attitudes:

- Initiative and entrepreneurial spirit.
- An enthusiastic attitude to solve problems and justify their actions.
- A collaborative approach that will allow others to obtain information to make decisions.

DESCRIPTION OF CONTENTS: PROGRAMME

This is a basic course of Operations Management. We explore the operations strategy, the product and service design and the process design. Finally, we examine the models of quality management and environment management.

1. Introduction to Operations Management. Operations strategy in the tourism firms

2. Design and creation of goods and services in the tourism firms.
3. Design of the facilities in tourism firms: Location, capacity and distribution decisions.
4. Design of production processes.
5. Quality management.

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge, skills and attitudes will be acquired by students through lectures, exercises and supervised activities.

The lectures and exercises help to the students to develop knowledge and skills necessary to undertake the exercises as well as the supervised activities.

The homeworks assignment will be established in the schedule and it could be teamwork as well as individual.

Supervised activities will be developed by team and they will delivery on a specific date in the schedule.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

The evaluation system will be the following:

- The final exam which verifies the knowledge and skills that students have acquired will represent 50% of the final grade.
- The homeworks, all supervised activities and the quizzes will represent 50% of the final grade.

It is required to obtain 4 or more points in the final exam to add the grade of the continuous assessment.

BASIC BIBLIOGRAPHY

- Robinson, P. Operations Management in the Travel Industry, CABI, 2009
- Roday, S.; Biwal, A; Joshi, V Tourism: Operations and Management, Oxford, 2009