

Academic Year: (2020 / 2021)

Review date: 05-07-2020

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: GARCIA FERNANDEZ, MIGUEL ANGEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

ASSESSMENT SYSTEM

Class practices and memoirs of the different conferences, as well as participation in the classes and discussions that are generated in the conferences.

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

BASIC BIBLIOGRAPHY

- Albert Piñole, Isabel: Gestión de la intermediación turística, Planeta UOC, 2004
- Esteban Alberdi, Cristina Empresas de intermediación turística y nuevas tecnologías [Texto impreso] : estudio de calidad del segmento minorista para viajes de ocio, Vision Net, 2006
- González González, Yolanda: Dirección de entidades de intermediación turística. , Síntesis, 2013