UNIVERSIDAD SAN IGNACIO DE LOYOLA

## Course Information

| Code: | **TGT62014** | Course: | **GESTIÓN EMPRESARIAL E INTERMEDIACIÓN TURÍSTICA** | | |
|---|---|---|---|---|---|
| Coordination Area / Program: | | **FAC. HTG TURISMO** | | Mode: | **Presencial** |
| Credits: **03** | | Tipo de hora | Presencial | Virtual | H. Totales |
| | | H.Teoria | 34 | 0 | 34 |
| | | H.Práctica | 28 | 0 | 28 |
| | | H.Laboratorio | 0 | 0 | 0 |

Autonomous Learning Hours: **96**

| Period: **2024-02** | Start date and end of period: **del 19/08/2024 al 08/12/2024** |
|---|---|
| Career: **ADMINISTRACIÓN EN TURISMO** | |

## Course Pre-requisites

| Code | Course - Credits | Career |
|---|---|---|
| FC-ADM ADMNEG | ADMINISTRACIÓN PARA LOS NEGOCIOS | ADM. TURISMO |
| DGA-INTROTOBUSN | INTRODUCTION TO BUSINESS | ADM. TURISMO |

## Course Coordinators

| Surname and First Name | Email | Contact Hour | Contact Site |
|---|---|---|---|
| DAVILA SALCEDO, ANDREA SOLEDAD | adavila@usil.edu.pe | Monday to friday from 10:00 to 18:00 hrs. | USIL La Molina - Campus 1 Pabellón E (HTG) |

## Instructors

You can check the timetables for each teacher in their INFOSIL in the *Classes Development Teachers* option *Teachers.*

## Course Overview

Business Management and Tourism Intermediation is a specialized training subject, has a theoretical-practical nature, and contributes to the management competence of companies and tourist services, which organizes the necessary resources for the innovative management of companies and tourist services taking into account the standards of quality in services. It includes the development of the following thematic axes: structure of the types of companies and their various forms of management, creation of decentralized tourism operating companies, capitalization of the country's tourist resources, ethical, moral, social responsibility, and environmental protection principles. environment, learning technological tools used by tourism companies to offer a service in real-time, and basic functions of Global Distribution Systems. The creditable product of the subject is the final project of the course which demonstrates the skills acquired for the correct use of global distribution systems in the tourism sector worldwide.

## Professional and/or General Competencies

| Career/Program | Acronym/Name of the Competence | Competence Level | Expected learning |
|---|---|---|---|
| ADMINISTRACIÓN EN TURISMO | CP1: Gestión de empresas y servicios turísticos | N2 Organiza los recursos necesarios para la gestión innovadora de empresas y servicios turísticos, teniendo en cuenta los estándares de calidad en los servicios. | • Identifies the organizational structure of tourism companies, focusing on the creation of decentralized operating companies and the integration of quality standards |

| | | | |
|---|---|---|---|
| | | | and social responsibility. |
| | | | • Explains innovative strategies for the capitalization of tourist resources, applying ethical principles and environmental protection. |
| | | | • Determines technological tools to optimize the management of tourist services in real time and improve the customer experience. |
| | | | • Relates the competence in the use of Global Distribution Systems to improve the distribution and accessibility of tourist services, reflected in the final project of the course. |

| General Course Result | Unit Result |
|---|---|
| At the end of the course, the student designs an innovative project in business management and tourism intermediation, integrating technological tools and quality standards in services. This project focuses on the structure of companies, the creation of decentralized tour operators, the capitalization of tourist resources and the use of Global Distribution Systems, under ethical and social responsibility principles, with ethics and critical sense. | 1. At the end of the unit, the student evaluates the optimal business structure to market an innovative tourism product, based on a detailed analysis of the market and competition, with ethics and a critical sense. |
| | 2. At the end of the unit, the student formulates a detailed tourism product, integrating tourism resources with a focus on social responsibility, and articulates an itinerary that reflects ethical and sustainable principles. |
| | 3. At the end of the unit, the student develops distribution strategies and use of technologies, including GDS, for pricing, costing; formulating operational recommendations that ensure the quality and accessibility of the tourism product, with ethics and critical sense. |

| Development of activities | |
|---|---|
| **Unit Result 1:** *At the end of the unit, the student evaluates the optimal business structure to market an innovative tourism product, based on a detailed analysis of the market and competition, with ethics and a critical sense.* | |
| **Session 1:** *At the end of the session, the student analyzes the impact of globalization on the tourism business, including the cultural change in companies and the evolution of business structures., with ethics and critical sense.* | Semana 1 a 2 |

| Learning Activities | Contents | Evidence |
| --- | --- | --- |
| - Discuss in group about the cultural and economic impact of globalization on tourism. - Develop a workshop on choosing the innovative product, justification, location, and target customer. | - Introduction to the course and review of the syllabus. - Historical process and current concept of globalization. - Impact of globalization on the new tourism business. - Cultural change in tourism companies. | - Report 01. - Written report on the impact of globalization on the tourism industry. |

| **Session 2:** *At the end of the session, the student evaluates distribution strategies in tourism and the effective use of social networks for tourism promotion, with ethics and critical sense.* | Semana 3 a 5 |
| --- | --- |

| Learning Activities | Contents | Evidence |
| --- | --- | --- |
| - Select the tourism company structure to market the product. - Develop a workshop to design a distribution strategy for an innovative tourism product | - Utility and importance of tourism product distribution systems. - Main tourist distribution channels and their functions. - Strategies for applying social networks in tourism. | - Advance 1 of the final project. |

| **Unit Result 2:** *At the end of the unit, the student formulates a detailed tourism product, integrating tourism resources with a focus on social responsibility, and articulates an itinerary that reflects ethical and sustainable principles.* | |
| --- | --- |

| **Session 3:** *At the end of the session, the student analyzes and evaluates the role of tourism intermediation and new technologies in the creation of tourism products, identifying opportunities and challenges in the current context, with ethics and critical sense* | Semana 6 a 8 |
| --- | --- |

| Learning Activities | Contents | Evidence |
| --- | --- | --- |
| - Develops a workshop on tourism intermediation models and their application in the creation of tourism products. - Discusses the impact of new technologies on tourism intermediation. | - Tourist intermediation: functions, types and distribution agents. - Impact of new technologies on tourism intermediation. - Future challenges and the role of retailers in intermediation. | - Report 02. - Report on the role of distribution agents and GDS in tourism intermediation. |

| **Session 4:** *At the end of the session, the student designs a detailed tourism product, integrating aspects of economic management, social responsibility and ethical principles, reflected in the presentation of a sustainable itinerary, with ethics and a critical sense.* | Semana 9 a 10 |
| --- | --- |

| Learning Activities | Contents | Evidence |
| --- | --- | --- |
| - Create a tourist itinerary that integrates principles of sustainability and social responsibility. | - Economic management in tourism: trips by demand, trips by supply. - Travel Agencies and TTOO: production function, itinerary design, brochure. - Principles of sustainability and social responsibility applied to the tourism product. | - Report 03. - Report on the Global Code of Ethics for Tourism. |

| **Unit Result 3:** *At the end of the unit, the student develops distribution strategies and use of technologies, including GDS, for pricing, costing; formulating operational recommendations that ensure the quality and accessibility of the tourism product, with ethics and critical sense.* | |
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| **Session 5:** *At the end of the session, the student designs competitive strategies considering the role of innovation and new technologies in improving the operation of tourism services, with ethics and a critical sense.* | Semana 11 a 12 |
| --- | --- |

| Learning Activities | Contents | Evidence |
| --- | --- | --- |
| - Formulates competitive strategies in the tourism context. - Discusses innovation and use of technology in tourism. | - Development of Competitive Strategies. - Internal Dynamics and Innovation. - Role of new technologies in improving tourism operations. - Use of GDS and distribution strategies in tourism. | - Advance 2 of the final project. |

| **Session 6:** *At the end of the session, the student applies global distribution systems and quality management practices to the development and pricing of a tourism product, ensuring its accessibility and customer satisfaction, with ethics and critical thinking.* | Semana 13 a 16 |
| --- | --- |

| Learning Activities | Contents | Evidence |
|---|---|---|
| - Develop a workshop on companies providing tourism services at a national and international level. - Discusses quality management and customer satisfaction in tourism. | - Management and negotiation. - Transportation and Food Companies - Accommodation companies and tourist guides. - Quality as a strategy for customer satisfaction and relationship management. | - Presentation of the final project. |

| Methodology |
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| The course will be developed based on the following methodologies: Problem-based learning, project-based learning, action-learning, flipped classroom. Autonomous research skills are enhanced, as is the use of scientific databases for the development of relevant and innovative research.<br>The indicated methodologies will be used to develop the course in person. |

| Assessment System |
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| Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.<br><br>The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals. |

| Type Evaluation | %Weighing | Observation | Week Assessment | Rezag. |
|---|---|---|---|---|
| **Continuous Assessment** | **70**% | | | |
| **Avances** | **50**% | | | |
| Avance 1 | | Creditable product progress. | Semana 5 | No |
| Avance 2 | | Creditable product progress. | Semana 12 | No |
| **Reportes** | **50**% | | | |
| Reporte 01 | | | Semana 2 | No |
| Reporte 02 | | | Semana 8 | No |
| Reporte 03 | | | Semana 10 | No |
| **Evaluación Final** | **30**% | Creditable product. | Semana 16 | No |

| Attendance Policy | |
|---|---|
| **Total Percentage Absences Permitted** | 30% |
| Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).<br><br>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course. | |

| Basic Required Reading |
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| [1] Fernández-Villarán, Rodríguez-Zulaica, Pastor (2020). *Value chain mapping for tourism intermediation.* https://doi.org/10.1504/IJBE.2020.107498<br>[2] Mélkic (2020). *The impact of blockchain technology on tourism intermediation.* https://doi.org/10.37741/t.68.2.2<br>[3] Kotler, Philip (2015). *Marketing turístico /.* (6a ed.). Pearson,. |

| References Supplementary |
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[1] Tussyadiah, I.P. (2014). *Toward a Theoretical Foundation for Experience Design in Tourism.* DOI:10.1177/0047287513513172

[2] Saqib, N. (2019). *A positioning strategy for a tourist destination, based on analysis of customers' perceptions and satisfactions: A case of Kashmir, India.* https://doi.org/10.1108/JTA-05-2019-0019

[3] García-Madurga, M.-Á., Esteban-Navarro, M.-Á., Delgado-de Miguel, J.-F., & Buil-López Menchero, T. (2019). *Positioning Axes of Sustainable Tourist Destinations: The Case of Aragón.* http://dx.doi.org/10.3390/su11184885.

[4] UNWTO (1999). *Código Ético Mundial para el Turismo.* https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2019-10/gcetpassportglobalcodees.pdf.

[5] Mitre Aranda, María (2006). *La producción e intermediación turística en el sector de las agencias de viajes: Diplomatura en Turismo (tercer curso, primer cuatrimestre. 2006-2007) /.* Ediciones de la Universidad de Oviedo,.

| Prepared by: | Approved by: | Validated by: |
|---|---|---|
| DAVILA SALCEDO, ANDREA SOLEDAD / CABRERA CORONADO, CHRISTIAN JULIO / | ZUBIETA ZAMUDIO, SANDRA MERCEDES | Office of Curriculum Development |
| Date: 31/07/2024 | Date: 02/08/2024 | Date: 13/08/2024 |