

DEGREE: **DEGREE IN TOURISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **HUMAN RESOURCE MANAGEMENT IN THE TOURISM SECTOR**

Level: Third

Term: 1º

Type: Basic

Compulsory

Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 4

Practical credits: 2

Year: 2009

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2. DESCRIPTION

This course tries to give students the importance of human resources in providing tourist services. From that premise to make them understand the need for tourism businesses to have capable and motivated human resources, for which it is essential to understand the basic processes and techniques of human resource management in tourism organizations: planning, recruitment, selection, appraisal, training, motivation and work environment, leadership development.

3. SITUATION

PRIOR KNOWLEDGE AND SKILLS:

It is desirable that students have a general knowledge of the different companies and organizations operating in the sector and operations in companies.

RECOMMENDATIONS:

To make better use of the subject is recommended regular attendance and a computer with an Internet connection to perform exercises and assignments.

ACCOMMODATIONS FOR STUDENTS WITH SPECIAL NEEDS (STUDENTS FOREIGN STUDENTS WITH A DISABILITY, ...)

At the beginning of the course will examine the special needs on which later adjustments are made for each case.

4. SKILLS

Indicate the skills and abilities to be acquired by students who pass the course, making a distinction between generic and specific skills or knowledge and professional discipline as far as possible between instrumental skills, personal and systemic.

CROSS POWERS

INSTRUMENTAL

- Capacity for analysis and synthesis
- Ability to organize and plan
- Oral and written communication in native language
- Knowledge of a foreign language (if the group is students of various nationalities)
- Ability to manage information
- Troubleshooting
- Decision-making

PERSONAL

- Teamwork
- Skills in interpersonal relations
- Recognition of diversity and multiculturalism in the group if there are students of various nationalities)
- Critical Thinking
- Commitment to ethical

SYSTEMIC

- Independent learning
- Adapting to new situations
- Creativity
- Leadership
- Knowledge of other cultures and customs
- Initiative and enterprise
- Motivation for quality.
- Sensitivity to environmental issues

SPECIFIC SKILLS

KNOWLEDGE SKILLS (SABER)

- Understand the fundamental principles of human resource organization.
- Learn the tools that help optimize the contribution of human capital in organizations
- Understand the influence of organizational culture and the environment in the evolution of organizations
- Understand the social, economic and psychological organizations and their dynamic and developmental aspects.
- Understand the human resource in the rational and emotional.
- Understand the concept of competition and use it as the unit of analysis (knowledge, skills and attitudes).
- Analyze the consequences of evolutive aspect of human resource development.
- Know and understand the role of human resource management and the needs met within organizations.
- Understand the concept of competence.
- Know the different ways of classifying skills.
- Understand the limitations, constraints and scope of observation and measurement skills.
- Understand the concept of Workplace
- Know what is and what scope you have a process of analysis and job description.
- Identify the characteristics of the valuation of jobs.
- Describe the phases of a type selection process.
- Know the characteristics of the different sources of recruitment.
- Know the Personnel Selection techniques more common.
- Understand the importance of training and strategic value for organizations.
- Know how to design a training plan.
- Understand how to structure the system of vocational training in tourism.
- Know the different systems of job evaluation and job execution processes.

- Understand the nature and complexity of human motivation in work settings.
- Understand the importance and impact of the work climate and motivation in the functioning of organizations.

INSTRUMENTAL SKILLS (KNOW HOW)

- Plan workflows according to available human resources.
- Planning a generic process analysis and job description of an organization.
- Analyze and evaluate jobs.
- Establish criteria and principles for the strategic management of human resources.
- Identify processes and techniques of human resource management.
- Identify the concept of competition as the core of human resource management.
- Understand the functions and processes of human resource management.
- Understand the areas of training required for professional practice in the field of human resource management.
- Know the content of the "White Paper for the Degree in Tourism" approach by analyzing the concept of competition.
- Identify practical applications of the model of management skills in human resource management.
- Develop skills catalogs and descriptors.
- Develop a script for the job description.
- Manage the recruitment and selection.
- Design a selection process.
- Develop a candidate profile.
- Schedule a selection interview.
- Planning and managing training.
- Design a training activity.
- Design tools for the job description.

5. OBJECTIVES

- Understand the basic processes of the role of HRM in organizations in the tourism sector.
- Understand the scope and importance of human factors in the provision of tourism services.
- Apply techniques of human resource management in its various processes.
- To familiarize the student with the language of this area of knowledge.
- Help students learn to learn.

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

The learning methodology will be based on the pedagogical principles of active and collaborative learning. So students will be actors and actors of their own learning process in which the teacher's role will be more dynamic and director of transmitter of knowledge. However, in class sessions will alternate with lectures and practical sessions and exhibition of student work from case studies, text analysis, information research, preparing presentations, paper presentations, etc.

TEACHING TECHNIQUES

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Master class and discussion | <input checked="" type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input checked="" type="checkbox"/> Visits and trips | <input checked="" type="checkbox"/> Reading test | <input checked="" type="checkbox"/> Others: <u>Tours and excursions</u> |

7. LIST OF TOPICS

Topic 0: Introduction the Tourism Sector.

Topic 1: Individuals and Organizations.

- 1.1-Concept of Organization.
- 1.2-Composition of organizations.
- 1.3-differentiation and coordination of functions.
- 1.4-The objectives in organizations.
- 1.5-The phenomena of change in organizations.
- 1.6. - Nature, concept, content and functions of HR Management.

Topic 2: Jobs.

- 2.1-Concept of Job: elements that compose it.
- 2.2-Classification of jobs.
- 2.4-Analysis and description of jobs.
- 2.5-Assessment of jobs.

Topic 3: Selection of Personnel.

- 3.1. - Concept and process steps.
- 3.2. - Recruitment of Personnel.
- 3.3. - Personnel Selection techniques (interviews, psychometric testing and testing professionals).

Topic 4: Evaluation of Personnel.

- 4.1. - Definition of evaluation.
- 4.2. - Objectives of the evaluation.
- 4.3. - Evaluation Criteria.
- 4.4. - Systems and technical personnel evaluation.

Topic 5: Motivation at work.

- 5.1. - Concept of Motivation.
- 5.2. - Theories of Motivation Content.
- 5.3. - Theories of Motivation Process.
- 5.4. - Motivation Techniques.

Topic 6: Training in the Company.

- 6.1. - The value of training in the company.
- 6.2. - Assessment of training needs.
- 6.3. - Design of the training plan.
- 6.4. - Methods of formation.

Topic 7: Management Competence.

- 7.1. - Meaning of Competition.
- 7.2. - Definition and Classification Criteria Competency.
- 7.3. - Model of Integrated Human Resources Competencies.

8. REFERENCES

Human Resource Management in the Hospitality and Tourism Industry - 1996

Michael Riley
ButterWorth-Heinemann

Human Resources and Tourism: Skills, Culture and Industry - 2010

Darren Lee-Ross, Josephine Pryce
Channel View Publications

Human Resource Management for the Hospitality And Tourism Industries - 2007

Dennis Nickson
Elsevier

Crisis Management in the Tourism Industry: Beating the Odds? - 2009

Christof Pforr, Peter Hosie
Ashgate Publishing, Ltd

Tourism Management - 2011
Stephen Page
Routledge

Strategic Management in Tourism - 2011
Luiz Moutinho
CABI

Handbook Of Hospitality Human Resources Management - 2008
Dana V. Tesone
Elsevier

International Cases in Tourism Management – 2004 - 2012
Susan Horner, John Swarbrooke
Routledge
Creando valor a través de las personas.
Alfonso Jiménez
Ed. Díaz de Santos.

Cultura Empresarial
Pümpin & García
Ed. Díaz de Santos.

Guía de Dirección y Gestión de Personal
Lo mejor del INC
Ed. Ventura

Dirigir personas en la empresa
Javier Fernández Aguado
ED. Pirámide

El factor humano en la empresa.
J.M. Rodríguez Porras.
Ed. Deusto.

El estudio de los puestos de trabajo.
José Roig Ibañez
Ed. Díaz de Santos

Evaluar a las personas.
J. M. Fougous, H. P. Lambert.
Ed. Deusto.

FactBook Recursos Humanos
Haygroup
Ed. Aranzadi & Thomson

Formación en Centros de Trabajo
Eugenio Ruiz, Soledad López
MC Graw- Hill

Gestión Administrativa de Personal
Eugenio Ruiz, Soledad López
Mc Graw-Hill Interamérica

Gestión de Recursos Humanos
Bayón Mariné
Ed. Síntesis.



Inteligencia Emocional en la empresa.
Antonio Valls
Ed. Gestión 2000

La dirección de personal.
R. Johnson.
Ed. Deusto.

La Función de Recursos Humanos I y II
Dimitri Weiss y Colaboradores
Ed. Ciencias de la Dirección

La gestión de personal en la empresa turística
Joseph Serrat i Juliá
Centro de Estudios Ramón Areces.

La gestión de recursos humanos aplicada al sector turístico.
J. Antonio Iglesias.
Ed. Bosch Turismo.

La gestión integrada de recursos humanos.
Alberto Fernández.
Ed. Deusto.

La psicología aplicada a la empresa (1 y 2).
R. Ballesteros.
Ed. Ceac.

Los Recursos Humanos en el sector turístico español
Ángeles Rubio Gil
Ed. Ariel

Métodos de Evaluación del Rendimiento
Bob Haward
GEDISA

Misiones y Responsabilidades de los puestos de trabajo.
Manuel Labrado
Ed. Gestión 2000

Motivos y Motivación en la empresa
José Ignacio Vélaz Rivas
Ed. Díaz de Santos

Recursos Humanos
M. Luisa Pino Quintario
Edites

Recursos Humanos en las empresas de turismo y hostelería
Alberto Jorge Acosta
Prentice Hall
Rotación de Directivos
Nuria Chinchilla
Gestión 2000

Técnicas de Dirección de Personal.
F. Fournies.
Ed. Deusto.

GENERAL

Gestión por competencias para los hoteles andaluces.



Fundación Centro de Innovación Turística de Andalucía.

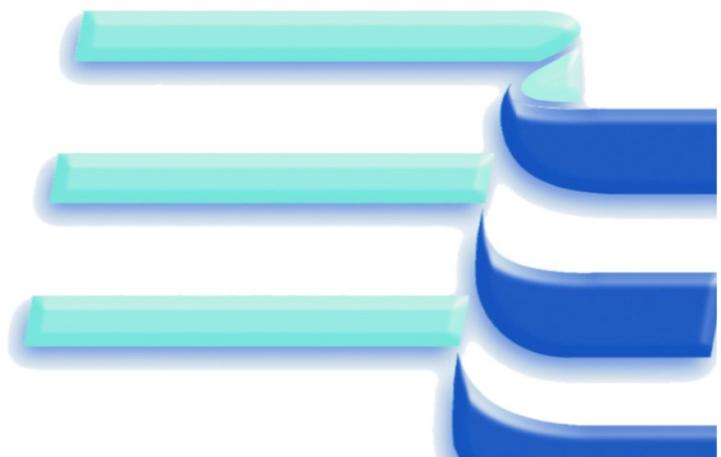
Análisis del compromiso y la satisfacción laboral de sus trabajadores
Eva Gallardo et col.
Universidad de Barcelona

Libro Blanco de los Recursos Humanos
Exceltur

OTHER SOURCES OF INFORMATION (Internet addresses)

www.exceltur.org
www.turijobs.com
www.tourspain.es
www.observatoriorrhhturismo.blogspot.com
<http://yoriento.com>

9. ASSESSMENT CRITERIA



The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

Attendance & Participation (> 80%) (minimum 80%)	Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Assignments. Individual & Team work. (20%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day's readings to the entire class.
Team work. (60%)	Team project.
In-class Tests (20%)	Knowledge and understanding. They might be considered for the final assessment.

For those students who are not able to assist regularly to classes the evaluation criteria will includes:

Assignments (25%)	Team/Individual project.
Final Project (25%)	Individual project.
Final Exam (50%)	Contents of texts and assignments.

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		N°
	Lessons	Students' work	Lessons	Students' work	N°	Lessons	Students' work	Lessons	Students' work	
Week1	2	2	2	2						1
Week2	2	2	2	2						1
Week3	1	2	2	2						1
Week4	2	2	2	2						1
Week5	1	2	2	2		2	8			1
Week6	2	2	2	2						2
Week7	1	2	2	2						2
Week8	2	2	2	2						2
Week9	1	2	2	2		2	6			2
Week10	2	2	2	2						3
Week11	1	2	1	2						3
Week12	2	2	2	2		2	6			3
Week13	1	2	2	2						4
Week14	2	2	1	2		2	2			4

Week15	1	2	1	2		2	8			4
Week16										
Week17										
Week18										
Week19										
Week20										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Totalhours	23	30	27	30		10	30			150

Activities	
N°	Description
1	
2	
3	
4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	
Activities developed in the class (E)	48,0
Exams and test (G)	12,0
Attendance	60
Study (theory and practice) (B)+(D)	
Preparation of the activities (F)	58,0
Study for exams (H)	32,0
Students' work	90
TOTAL (STUDENTS' WORK)	150