



UNIVERSIDAD DE SONORA
Central Regional Unit
Economic Administrative Science Divisions
Accounting Department
BACHELOR OF TOURISM

Course: Human Capital in Tourism Business			Ident: (SCHOLAR)
Prerequisite : Technological tools for tourism marketing		Subsequent: Elective of the major core of Tourism Business (Business tourism, Tourism promotion, Logistics and supply chain, Management of investment portfolios, Cost control of tourist services)	
Credit: 7	Mode: Semi attendance	Week Hours: 4 (3t y 1p)	Course Hours: 64
Teaching-learning mode: Theoretical-practical course		Service Department: Accounting	
Formation core: Major			
Specific competencies to develop: Competency 2- Planning and designing tourist projects for the diagnosis of social problems. Competency 3- Management of resources and evaluation of tourism Projects from an integral diagnosis Competency 5- Management of tourism organizations through business plan designing, management of operating systems of tourist services; leads organizations			

Introduction:

Human Capital in tourism business shall provide the student with the knowledge on how organizations may obtain a competitive advantage based on their personnel

Unit I studies the relevance of the human resource in the tourism sector and the main elements it comprises.

Unit II enables the student to identify the advantages of training and performance evaluation, for both personnel and the organization.

Unit III explains the role played by compensation and protection, and the importance of applying the resources available equitably.

Unit IV describes the nature of Management and leadership, teamwork dynamics and motivation in the labor life.

Purpose:

This course is part of the major core; it is given in the seventh semester as an elective course. It is intended to provide students with the important tools for the management of human capital in order to distinguish the tourism supply.

General Objective:

To define the management duty of integration of human resources and its importance in tourism organizations.

Specific Objectives:

- To describe the systematic approach of human resource management
- To describe the main activities of human resource management
- To explain how performance evaluation is related to the other activities of human resource management.
- To explain the importance of leadership and teamwork in meeting the objectives of the corporation.

Competency Units:**Competency unit I. Basic concepts of human capital**

- The tourism business organization
- Recruiting process
- Strategic Management of Human Resources.
- The subsystem of human resources.

Competency unit II. Performance evaluation

- Induction, education and training
- Performance evaluation
- Methods for performance evaluation
- Challenges of performance evaluation

Competency unit III. Management duties of labor relations

- Managerial duty, personnel and labor relations management process
- Compensation: salaries, benefits and welfare services of employees.
- Human capital duty in tourist development

Competency unit IV. Motivation and teamwork

- Management and team work.
- Motivation and performance evaluation.
- Formation in the business environment

Evaluation: general criteria for course accreditation:

- The course evaluation includes the following:

Attendance (at least 80% de total classes)	
Participation	20%
Individual work	20%
Final practicum (turned in the last week)	30%
Exams	30%

Desirable academic qualifications of the course instructor:

Academic master degree or major of Human Resource Management or equivalent to the study field of the course, with proven two year minimum experience and professional development in areas similar to this course. A minimum two year higher education teaching experience.

Bibliography	Type (basic or supplementary)
Bohlander, G., Snell, S. y Sherman, A. (2009). <i>Administração de recursos humanos</i> . São Paulo: Cengage Learning.	Basic
Werther, W. B., Davis, K., Mejía, G. J. y Guzmán, B. M. P. (2008). <i>Administración de recursos humanos: El capital humano de las empresas</i> . México [etc.: McGraw-Hill.	Basic
Chiavenato, I. (2007). <i>Administración de recursos humanos: El capital humano de las organizaciones</i> . México, D.F: McGraw-Hill Interamericana.	Basic
Lovelock, Ch., Reynoso, J., D'Andrea, G. y Huete, L. (2004). <i>Administración de Servicios</i> . México. Pearson.	Supplementary
Taylor, F. W. y Fayol, H. (2003). <i>Principios de la administración científica</i> . Bogotá: Edigrama.	Supplementary

Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Understand the challenges of organizations such as open systems	<ul style="list-style-type: none"> • Presentation by the professor to encourage students' participation • Study case: Change and modernization in the Northwest (chapter 2 Werther) 	4	Case submission
Identify the objectives of human resources	<ul style="list-style-type: none"> • Presentation by the professor • Research on the organization of the human resource department of a regional and a national enterprise. 	6	Submission of the Word Document of business analysis
WEEK 2			
Apply the planning process in human resources	<ul style="list-style-type: none"> • Lecture by the human resource manager. • Visit a tourist sector business and plan tourist services for one year. 	5	Human resource planning
WEEK 3			
Identify the recruitment process	<ul style="list-style-type: none"> • Presentation by the professor • Analyze three employment applications from different search sources, newspaper, internal and job bank of a professional chamber or association related to the tourist sector. 	5	Report on the criteria for selecting employment offers in the tourist industry
WEEK 4			
Identify different recruitment options	<ul style="list-style-type: none"> • Presentation by the professor • Develop the qualifications of tourist sector position, and look for three sources to fill vacancies. 	6	Submission of candidates for a position
WEEK 5			
Importance of induction for both new employees and those being transferred to other positions.	<ul style="list-style-type: none"> • Roles • Develop an induction program <i>power point</i> for a hotel corporation 	4	Presentation
WEEK 6			
Recognize innovation in distance education as a key element of development and training	<ul style="list-style-type: none"> • Presentation by the Professor • Group discussion • Inquire electronic referrals. • Select three institutions offering courses, certifications or majors contributing to form tourism professionals. Specify contents and modes. 	10	Report on Distance professional formation.
WEEK 7			
Apply performance evaluation.	<ul style="list-style-type: none"> • Discussion forum • Design a scoring scale for performance evaluation of a hotel receptionist, a restaurant manager and a travel agent. 	6	Performance evaluation for specific positions
WEEK 8			
Recognize the opportunities and disadvantages of performance evaluation.	<ul style="list-style-type: none"> • Discussion forum 	2	Participaton

WEEK 9			
Conflict resolution	• Study of a union case	4	Case solving
WEEK 10			
Describe the objectives of compensation management	<ul style="list-style-type: none"> • Presentation by the professor • Preparing a conceptual diagram 	4	Conceptual diagram
WEEK 11			
Identify the factors which affect compensation	<ul style="list-style-type: none"> • Prepare a comparison chart of two enterprises with respect to five benefits (medical coverage, benefits of law and others) 	6	Submission of the comparison chart diagram
WEEK 12			
Describe the importance of human capital in tourism development	<ul style="list-style-type: none"> • Case study • Research on a scientific article on human capital in the tourism industry. 	6	Submission of the Essay of an article
WEEK 13			
Influence of leadership on human capital.	<ul style="list-style-type: none"> • Presentation by the professor • Research on directors of the tourism industry and identify their leadership related to the success of the Enterprise. 	6	Report submission.
WEEK 14			
Relevance of teamwork in meeting objectives.	• Dynamics: LOST AT SEA	2	PARTICIPATION
WEEK 15			
Describe the benefits of motivated human capital.	<ul style="list-style-type: none"> • Study case. • Inquire on the three main companies people apply at 	5	Case solving
WEEK 16			
Impact of human capital on tourism development	<ul style="list-style-type: none"> • Presentation by the professor • Final practicum: Prepare a training program for a tourism business. 	4	Essay submission