

Academic year	2016-17
Subject	11485 - The Tourism System
Group	Group 1, 1S
Teaching guide	C
Language	English

### Subject identification

<b>Subject</b>	11485 - The Tourism System
<b>Credits</b>	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
<b>Group</b>	Group 1, 1S (Campus Extens)
<b>Teaching period</b>	First semester
<b>Teaching language</b>	English

### Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Eugenio Aguiló Pérez <a href="mailto:eugeniaguilo@uib.es">eugeniaguilo@uib.es</a>	11:00	12:00	Tuesday	05/09/2016	23/07/2017	230

### Contextualisation

This course aims to provide knowledge about the characteristics and operation of the tourism sector in general. Being a multiproduct and multisevice sector, it is important to know the elements of coordination between them, allowing to develop a coherent tourist system. The study of tourism policy and the main elements of governance to promote this fact is essential

### Requirements

### Skills

#### Specific

- \* CE1 – To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships..
- \* CE5 – To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market..

#### Generic

- \* CG1 – To know the new tendencies emerging in the tourism system and the challenges faced by it, at the same time deepening the knowledge of advanced economic analysis, and making possible the development of an innovative vision to provide ideas and solutions..

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- \* CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development..
- \* CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions..

### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

## Content

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### Topics to be covered

- A) The tourism system. Definition and characteristics of tourism
- B) The tourism subsystems and the markets role
- C) Destination tourism policy and Governance

### Theme content

- A. The tourism system. Definition and characteristics
  - A.1 The definition of tourism
  - A.2 Multiproduct and multiservice sector
  - A.3 Tourism product and tourism experience
  - A.4 Measuring tourism
  - A.5 Tourism and the economy
- B. The tourism subsystem and the market role
  - B.1 Demand. Motivations and variables - Tourism subsectors
  - B.2 Tourism product. Characteristics of different subsectors. Creating experiences
  - B.3 Intermediaries. IT and the new intermediaries
  - B.4 Tourism markets and coordination
- C. Destination tourism policies and Governance
  - C.1 Tourism policy and planning
  - C.2 Tourism planning
  - C.3 Tourism policies. Special reference to tourism marketing and promotion
  - C.4 The role of stakeholders

## Teaching methodology

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### In-class work activities



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Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical classes	Large group (G)	Learning the main items of the content, specially the role of the tourism markets and tourism policy and planning through interactive magistral lessons	10
Practical classes	Practical classes	Large group (G)	The students will present and debate the results of individual or group working papers about the analysis of the main tourism data of Spain and its relationship of the Spanish economic evolution	6
Assessment	Practical case	Large group (G)	To develop a short practical case about marketing and promotion policy	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

### Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Individual studying	Individual study of the main topics of the theme contents	40
Group self-study	Group studying	Group study of the main topics of the theme contents	17

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

#### Practical case

Modality	Assessment
Technique	Papers and projects ( <b>retrievable</b> )
Description	To develop a short practical case about marketing and promotion policy
Assessment criteria	To develop a short practical case about marketing and promotion policy

Final grade percentage: 50%



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### Group studying

Modality	Group self-study
Technique	Papers and projects ( <b>retrievable</b> )
Description	Group study of the main topics of the theme contents
Assessment criteria	To develop a short practical case about marketing and promotion policy

Final grade percentage: 50%

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### Resources, bibliography and additional documentation

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#### Basic bibliography

Candela and Figini (2012) The Economics of Tourism Destinatios. Springer  
Vanhove (2011) The Economics of Tourism Destinations. Elsevier  
Prideaux (2009) Resort Destinations. Elsevier

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#### Complementary bibliography

Fletcher and al.(2013) Tourism. Principles and practices. Pearson

