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| Academic year | 2017-18 |
| Subject | 11458 - Economic Management in Tourism Planning |
| Group | Group 1, 1S |
| Syllabus | C |
| Language | English |

Subject

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|-----------------|---|
| Name | 11458 - Economic Management in Tourism Planning |
| Credits | 0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours). |
| Group | Group 1, 1S (Campus Extens) |
| Period | First semester |
| Language | English |

Lecturers

| Lecturers | Office hours for students | | | | | |
|--|---------------------------|----------------|---------|------------|------------|--------|
| | Starting time | Finishing time | Day | Start date | End date | Office |
| Francisco Sastre Albertí fsastre@uib.es | 12:00 | 13:00 | Tuesday | 11/09/2017 | 31/07/2018 | DB205 |

Context

The Master degree in Tourism Management and Planning (MTMP) offers the possibility of gaining extensive knowledge of management and planning aspects of tourism. In order to adjust to the different interests of the students, the program has three areas of specialization: 1) Tourism business management; 2) Tourism destination planning; and 3) Nautical tourism and cruises

The course "Economic management in tourism planning" is one of the five courses of the specialization area in Tourism destination planning. During the classes we will revise the basic concepts and knowledge of tourism planning from the economic and business approach.

The main focus will be to make applied use of the best international practices in tourism planning.

Requirements

Skills

Specific

- * [CE1] Learn how to deal with techniques of data collection and analysis and their application in the tourism sector. [CE2] Learn how to analyze the structure of tourist activities at all levels, taking into account the components of sustainable tourism development, diagnosing needs and opportunities as well as limitations and risks. [CE3] Know how to design new products, detect new emerging tourist markets or segments and undertake tourism projects starting from the identification of new trends and scenarios, and the dynamics of tourism markets. [CE6] Ability to assume leadership and management responsibilities in public and private



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agencies involved in tourism. [CE9] Learn how to deal with and interpret different models and statistical and econometric techniques to manage and plan tourism destinations and organizations. [CE12] Being able to strategically manage tourism organizations, including both external factors (threats and opportunities) and internal resources and capabilities of the tourism firm. [CE13] Know the general legal framework of tourism activities (both in regards to aspects related to the territory planning, as to the management of tourism firms), to be able to plan and develop tourism activity. [CE14] Learn the internal operational structure of the different management areas of tourism firm (operations, finance, sales and distribution, human resources, etc.) as well as their stakeholder management (interactions, conflicts, etc.), to lead to a sustainable competitive advantage from its integration into the strategic management. [CE17] Learn the importance of the cultural, social and natural heritage for the development of strategic tourism plans that incorporate the awareness as a complement for differentiation and sustainability..

Generic

- * [CG1] Know how to find process and analyze information concerning the tourism sector from different sources. [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector. [CG5] Know the main policies of planning and management of tourist destinations and techniques of business management for companies that carry out their activity in the tourism sector..

Transversal

- * [CT1] Capacity for analysis and synthesis. [CT2] Ability to organize and plan. [CT3] Oral and written communication in English. [CT4] Information management skills. [CT5] Ability to define priorities in the achievement of objectives. [CT6] Being able to take decisions and solve problems..

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/

Content

Theme content

- Topic 1. Tourism planning evolution and the public sector role in the economy.
- Topic 2. The planning process and its stages.
- Topic 3. Competition versus collaboration in tourism planning.
- Topic 4. Tools in tourism planning and implementation.
- Topic 5. Preparation of the monitoring system.
- Topic 6. Case studies

Teaching methodology

In-class work activities

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| Modality | Name | Typ. Grp. | Description | Hours |
|-------------------|-------------------------------------|-----------------|---|-------|
| Theory classes | Lectures with student participation | Large group (G) | Develop the content of the course | 10 |
| Practical classes | Computer work | Large group (G) | Use of Internet access and planning tools to gather information and implement the content developed at Lectures | 6 |
| Assessment | Oral presentation | Large group (G) | Group presentation of the final project | 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 |
|--------------------------------|--|--|-------|
| Group or individual self-study | Preparation and widening of the lectures | Students should prepare and complement the content of the lectures from the bibliography and the notes in class Students will need to prepare the final project for their oral presentation | 57 |

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

Lectures with student participation

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|---------------------|--|
| Modality | Theory classes |
| Technique | Other methods (non-retrievable) |
| Description | Develop the content of the course |
| Assessment criteria | Participation in class |

Final grade percentage: 10%



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Computer work

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| Modality | Practical classes |
| Technique | Papers and projects (retrievable) |
| Description | Use of Internet access and planning tools to gather information and implement the content developed at Lectures |
| Assessment criteria | Assessment of the final project |

Final grade percentage: 50%

Oral presentation

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| Modality | Assessment |
| Technique | Objective tests (non-retrievable) |
| Description | Group presentation of the final project |
| Assessment criteria | Assessment of the communication capacity |

Final grade percentage: 40%

Resources, bibliography and additional documentation

Basic bibliography

Department of Tourism, State of Queensland (2015) Next generation tourism planning
Edgell, D., M. DelMastro, G. Smith, and J. Swanson (2013) Tourism Policy and Planning: Yesterday, Today and Tomorrow. London: Butterworth-Heinemann.
Goeldner, C., and J. R. Ritchie (2011) Tourism Principles, Practices, Philosophies (12 ed.). New York: Wiley.
Hall, C. M. (2008) Tourism Planning; Policies, Processes and Relationships. Essex UK: Prentice Hall
Tourism Recreation Research and Education Centre (2006) Tourism Planning Toolkit

