

# A brief description of "Compulsory Module"

---

## **Business and strategic models in Tourism**

- Strategic Management and the tourism firm
- Corporate strategy: horizontal and vertical integration, diversification, organisation structure
- Dynamic competitive strategy and business models
- Business models and information and communication technologies (ICT)
- Internationalisation models for the tourism firm
- Knowledge management in the tourism firm

## **Environmental management for tourism firms**

- Environmental quality standards
- Adoption of standards and their effect on firms' profitability
- Environmental pro-activity and strategic business positioning
- Environmental management systems and certification decisions: Economic evaluation of certification
- Environmental management systems according to ISO 14000 and EMAS
- Other environmental initiatives: eco-labelling
- Cases of successful businesses using proactive environmental management in the tourism sector

## **Advanced management systems for excellence and integration**

- Quality management systems (QMS) and models: concepts, elements and stages
- Advanced management (Advanced management and excellence principles; Advanced and strategic management; Models of advanced and excellent management)
- Assessment and management for the sustained success by ISO 9004:2009 (ISO 9004:2009 contents; UNE 66174:2010 contents and assessment; Assessment and improvement systematization)
- Excellent management and assessment by EFQM model (EFQM model contents; Assessment by EFQM model; Excellence awards)
- QMS for excellence and sustained success in the tourism sector
- Occupational health and safety systems by OSHAS 18001; Corporate Social Responsibility (ISO 26000, SGE21, IQNet SR10)
- Integrated management systems (regulations, models, continuous improvement, processes management, fundamentals for integration)
- Management systems integration: common elements, specific elements, integration plan
- Case study: case of integration of quality, environment, occupational health and safety and social responsibility in the tourism sector applying UNE 66177

## **Tourism economics**

- Economic analysis of the main market failures in the tourism market

- Externalities correction and the public sector role in the tourism markets
- Effects of economic policy on tourism supply
- Price fixing strategies in the tourism market
- Economic issues with particular relevance to tourism

## **Quantitative methods for tourism research**

- Tourism data analysis from individual and aggregate perspectives
- Overview of quantitative methods: descriptive, inferential, data reduction and causality analysis
- Methods of statistical inference: estimation and hypothesis testing
- Random sampling: characteristics and typology
- Comparison of samples and segmentation: analysis of variance (ANOVA)
- Design and analysis of surveys in tourism research

## **Territorial tourism planning**

- Tourism spatial planning (national, regional and local) for sustainable tourism
- Tourism impact in less developed countries. Planning for natural resources protection
- The governance of the tourism areas
- Repositioning strategies for mature tourist destinations. Examples from Spanish coastal areas