

"Specialisation Modules"

A brief description of the courses offered in each area of the specialisation is set out below, as well as the university offering them. All these courses must be taken in the first semester.

2A.Specialisation Module: Tourism business management

This module will be offered at both the UIB and the EUM-UPF. A brief description of each course is set out below.

Revenue Management

- Revenue management in services. Operational context and strategy
- Microeconomics foundations of price management and consumer behaviour
- Statistical distribution in the arrival of tourists
- Pricing strategies and product optimisation
- Tools for developing the revenue management system

Fundamentals of marketing research

- Dependence and interdependence analysis. Application to market analysis
- Regression analysis
- Data reduction techniques
- Classification techniques

Entrepreneurship and new markets

- Business venturing and entrepreneurship
- Differentiation, meaning and replicability
- Entrepreneurship in co-working contexts
- Business segments and competitive markets
- Emerging business opportunities in tourism (ecology and adventure, cultural, sports, indigenous, grassroots, etc)
- Business plan

Financial instruments for the tourism industry

- Models for calculating required returns of investments (Markowitz, CAPM, etc)
- Financial markets' efficiency
- Foreign exchange markets
- Derivatives for risk management in the tourism industry (futures, options, swaps)

Environmental auditing in tourism firms

- General premises of environmental audit
- Types of environmental audits
- Impact assessment
- Preparation of questionnaires to plan an environmental audit in tourism firms
- Applied examples in tourism

2B.Specialisation Module: Tourism destination planning

This module will only be offered at the UIB. A brief description of each course is set out below.

Causal analysis in tourism

- Analysis of the determinants of tourism behaviour
- The linear regression model
- Introduction of qualitative determinants
- Tourism supply and demand models
- Consumer choice models

Economic management in tourism planning

- Tourism planning evolution and the public sector role in the economy
- The planning process and its stages
- Competition versus collaboration in tourism planning
- Tools and implementation
- Preparation of the statistics and monitoring system
- Case studies

Tourism policy and economic impact

- Tourism policy instruments
- Environmental policy
- Economic impacts assessment
- General equilibrium models
- Tourism Satellite Accounts

Tourism planning applied to spatial management

- Tourism development plans: the Tourism Supply Plan of Mallorca (POOT) as a regional example
- Public-private partnership in the management of tourism planning: The role of tourism offices
- Monitoring the number of visitors to tourism areas. Physical and psychological carrying capacity
- The value of landscape as a tourism product. Protected areas
- The value of anthropic/cultural landscape. Measures for its conservation and protection

Geographical information systems for tourism management

- Design and implementation of digital databases
- Advanced spatial analysis techniques for diagnosing and assessing tourism problems
- Thematic cartography
- Application of Geographical Information Systems to tourism
- Advanced geographical visualisation techniques

2C.Specialisation Module: Nautical tourism and cruises

This Module will only be offered at the EUM-UPF. A brief description of each course is set out below.

Nautical tourism and the cruise industry

- Characteristics of nautical tourism
- Main strengths of nautical tourism and cruises
- Nautical and territorial tourism: port and destination
- Fundamentals of the cruise industry
- Economic and social impact of cruise tourism

Cruise tourism product management

- Accommodation
- Food and beverage
- Tourism entertainment
- Complementary activities
- Product marketing

Cruise tourism operations and processes

- Information and communication management
- Cruise product quality management
- Environmental and sustainability management
- Supplier management processes
- Virtual customer management

Port logistics and management

- Maritime/Port Safety and Protection
- Port Competitiveness and Competition
- Port/Coastal interaction
- Analysis of port traffic times or operation
- Globalisation and Maritime Transport

Intercultural management and marketing

- Cultural patterns and markets
- High and low context cultures and intercultural negotiation
- Communication in multicultural marketing
- Innovation diffusion among cultures
- Intercultural marketing strategies