

"Elective Module"

A brief description of the courses is set out below, as well as the university offering them. These courses must be taken in the second semester.

Qualitative analysis techniques (only at the UIB)

- Information production and analysis from qualitative social methodology
- Uses and selection of qualitative techniques
- Content analysis
- Interviews
- Focus Groups
- Qualitative methodology for creativity: Brainstorming, Delphi,...

Innovation in tourism (UIB and EUM-UPF)

- Knowledge economy and its measuring problems
- Innovation in services and their indicators
- Knowledge management in SMEs: the case of tourism
- Innovation policies within the framework of the OECD and the Science, Technology and Innovation Plan
- Research, development and innovation (R+D+i) policy applied to tourism
- Case studies of monitoring and assessing R+D+i in tourism

Human capital and tourism (only at the UIB)

- Human capital and the tourism system
- Human capital strategies to improve tourism competitiveness
- Knowledge management and human capital assessment
- Case studies of human capital and employment projects in the tourism sector

Analysis of competition in the tourism industry (only at the UIB)

- Tourism market structure: analysis of airlines, tourism intermediation and the accommodation sector
- Price discrimination and vertical control of the tourism firms
- Competition and tacit collusion of the tourism firms
- Product differentiation in the tourism industry
- Entry barriers and concentration strategies in the tourism industry
- R+D+I for competition in the tourism industry
- Monitoring competition in the tourism industry
- Evaluation of competition policies in the tourism industry

The experience economy in tourism (only at the UIB)

- Economy of the Experience
- From Product to tourism experience: coproduction
- Design, development and assessment of tourism experiences
- Integration of experiences into the whole tourism supply

CSR in tourism firms (only at the UIB)

- The firm and the market. The conflict between business and society. Regulations and its limits
- The concept of corporate social responsibility. Business ethics
- Public policies and CSR
- CSR and business profitability: sustainability of competitive advantage
- Corporate governance
- Strategic management of human resources
- Marketing and reputation
- Socially responsible investments
- CSR and the sustainability of a tourism destination

E-tourism and CRM (only at the UIB)

- Internet applications in marketing and communication for tourism industry businesses and institutions
- Handling information volumes: data mining
- Customer management and the CRM
- Social networks and the interaction between business and consumer
- Publicity and advertising networks

Management skills (only at the UIB)

- Organisational management and Leadership
- Interpersonal communication
- Conflict negotiation and resolution
- Time management and meetings management
- Work team management
- Public presentation techniques

Project management for tourism firms (at the UIB and the EUM-UPF)

- Using projects to organise tourism firms
- Defining the scope of the project
- Tasks by project in tourism firms
- Distributing activities over time
- Assigning teams to tasks
- Communication with stakeholders

- Tourism firm project risk
- Project execution and control

Corporate finance for tourism firms (only at the UIB)

- Investment policy
- Real options
- Financial structure
- Dividends policy
- Working capital management

Family businesses in the tourism sector (at the UIB and EUM-UPF)

- Accurate definition of family business
- The relevance of family business in the tourism activity
- The agency relationship and finance of family business
- The succession process
- Family business growth and corporate governance
- Innovation and entrepreneurship in the family business

Corporate Governance for tourism firms (only at the UIB)

- Organisations governance and firm governance
- Firm organisational structure and control
- Corporate governance mechanisms for tourism firms
- Codes of best practice
- From good corporate governance to CSR

Accounting analysis for tourism firms (only at the UIB)

- Elements for drawing up and analysing Financial Statements
- Financial statements: annual accounts with special reference to the statement of cash flows and to the statement of changes in equity
- Assets analysis and Balance Sheet
- Static analysis of the financial position of the tourism firm
- Dynamic analysis of the financial position of the tourism firm
- Economic analysis: results and profitability
- Uniform System of Accounts
- Budget controlling

Writing skills for tourism (only at the UIB)

- Project preparation and presentation
- Business and strategic plan preparation and presentation
- Academic article preparation and presentation
- Specific vocabulary for tourism businesses

Oral skills for tourism (only at the UIB)

- B2B negotiations in tourism: sub-contracting, leasing and renting transactions, insurance, guarantee contracts
- English for CRM: communication skills, non-verbal communication, complaints management
- Business English: reports, assessments, hiring personnel
- Specific vocabulary for tourism businesses

Cultural heritage as a boost to tourism (at the UIB and EUM-UPF)

- Cultural heritage: history, concept and characteristics
- Assets of Cultural Interest, heritage protection and World Heritage
- Synergies between cultural heritage and tourism: authenticity, interpretation and management
- Urban planning, landscape and museums in the promotion of cultural tourism
- ICT and new technologies for cultural heritage tourism diffusion

Environmental impact of tourism (only at the UIB)

- Environmental problems caused by tourism.
- Pollution caused by tourism activity. Water – contamination of drinking water, used by the tourism sector and making the most of recycled water
- Air transport and its environmental impact – acoustic contamination
- Connectivity versus isolation. Motorways versus conservation of the countryside
- The problem of seasonal tourism on the land and society

Sustainable tourism and local development (only at the UIB)

- Sustainable development and its implications
- Local development as an aim for tourism
- Territorial problems with tourism in developing countries
- Community tourism as a form of local tourism management

Renovation plans for mature destinations (at the UIB and EUM-UPF)

- The problems with mature tourism destinations
- Urban development plans
- Integral rejuvenation as a means to recovering the tourism image
- Case studies

Application of geographical information technologies to natural heritage management (at the UIB and EUM-UPF)

- General concepts on geographical information systems
- Geo-positioning tools
- GIS applications and location planning for tourism facilities
- GIS applications and design, management and dissemination of tourism routes and destinations
- Examples applied to the conservation and use of natural heritage