

Academic year	2015-16
Subject	11458 - Economic Management in Tourism Planning
Group	Group 1, 1S
Teaching guide	A
Language	English

Subject identification

Subject	11458 - Economic Management in Tourism Planning
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 1S (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Vicente Ramos Mir vicente.ramos@uib.es	12:00	13:30	Tuesday	15/09/2015	07/02/2016	DB246 Jovellanos
	18:00	19:30	Tuesday	08/02/2016	29/07/2016	Despacho de Tutorías Ed Arxiduc. Solicitar por e-mal

Contextualisation

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

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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 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

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

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Lectures with student participation

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

Final grade percentage: 10%

Computer work

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

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