

Academic year	2015-16
Subject	11464 - Human Capital and Tourism
Group	Group 1, 2S
Teaching guide	E
Language	English

### Subject identification

<b>Subject</b>	11464 - Human Capital and Tourism
<b>Credits</b>	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
<b>Group</b>	Group 1, 2S (Campus Extens)
<b>Teaching period</b>	Second semester
<b>Teaching language</b>	English

### Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Maria Tugores Ques <a href="mailto:mtugores@uib.es">mtugores@uib.es</a>	16:30	17:30	Tuesday	14/09/2015	31/07/2016	DB237
	16:30	17:30	Tuesday	14/09/2015	22/07/2016	DB237

### Contextualisation

This course is one of the elective courses offered in the master programme (METME or MDPT). The main objective of the course is to cover some general principles underlying labour market and human capital theory in order to establish the link with tourism economics. Particularly, issues to be covered are: the role of human capital in the labour market, the measurement of human capital in the tourism industry at the company level, human capital strategies to improve tourism competitiveness, and some case studies of human capital and employment projects in the tourism industry. The final aim of the course is to provide students with the knowledge and tools available within the field of education and training in tourism.

### Requirements

#### Recommendable

There are no previous requirements for this course but it is advisable that the student has previously taken intermediate courses in microeconomic theory.

### Skills

The final aim of the course is to provide students with the knowledge and tools available within the field of human capital in tourism. Students must acquire several abilities and skills.

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### Specific

- \* CE1 (METME): To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships. CE 2 (MDPT): 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..
- \* CE5 (METME): To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market. CE12 (MDPT): Being able to strategically manage tourism organizations, including both external factors (threats and opportunities) and internal resources and capabilities of the tourism firm..
- \* CE8 (METME): To know and understand the diverse impact that different tourism development alternatives can have on social wellbeing (environment, health, equality of opportunities, etc). CE14 (MDPT): 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, ect) to lead to a sustainable competitive advantage from its integration into the strategic management..

### Generic

- \* CG1 (METME): To know the new tendencies emerging in the tourism system and the challenges faced by it, at the same time deepening the knowledge of advanced economic analysis, and making possible the development of an innovative vision to provide ideas and solutions. CG1 (MDPT): Know how to find, process and analyze information concerning the tourism sector from different sources..
- \* CG2 (METME): To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector. CG7 (METME): To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions..

### Transversal

- \* CT1 (MDPT): Capacity for analysis and synthesis. CT3 (MDPT): Oral and written communication in English..

### 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/](http://estudis.uib.cat/master/comp_basiques/)

## Content

Course programme is divided in four chapters or topics.

### Theme content

- Topic 1. Labour economics: a panoramic view
  - 1.1. Labour economics: definitions and concepts
  - 1.2. The role of human capital
  - 1.3. Data sources
- Topic 2. Human capital and the tourism system
  - 2.1. Tourism and tourism employment

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- 2.2. Structure and characteristics
- 2.3. Major trends in the human resources policy of the tourism sector
- Topic 3. Human capital and tourism competitiveness
  - 3.1 Human resources management issues
  - 3.2. Education and training needs
  - 3.3. The measurement of human capital effects
- Topic 4. Human capital and employment projects in the tourism sector
  - 4.1. Developing a human capital project
  - 4.2. Case studies

## Teaching methodology

### In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory classes	Large group (G)	To set the human capital and tourism foundations underlying the different units of the course.	8
Seminars and workshops	Seminars	Medium group (M)	To promote the critical discussion between students. Several case studies with the concepts learned in the lectures will be analysed and discussed.	2
Practical classes	Practice classes	Large group (G)	To set, solve and comment examples and practical exercises related to the contents developed in each unit.	4
Assessment	Assessment	Large group (G)	Final report. In order to evaluate the students' learning results and skills acquired, the students must write and present a report on a specific topic or question on the course content on the last day of lectures.	4

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
Individual self-study	Individual self study	Working time of students on their own on the course subject.	40
Group self-study	Group self study	Intermediate report. To evaluate the learning results of the different practical lessons, seminars and workshops through a small team report.	17

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### 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

To evaluate the learning results of the students two different assessments will be carried out during the course.

#### Assessment

Modality	Assessment
Technique	Papers and projects ( <b>retrievable</b> )
Description	Final report. In order to evaluate the students' learning results and skills acquired, the students must write and present a report on a specific topic or question on the course content on the last day of lectures.
Assessment criteria	Final report.

Final grade percentage: 50%

#### Group self study

Modality	Group self-study
Technique	Papers and projects ( <b>retrievable</b> )
Description	Intermediate report. To evaluate the learning results of the different practical lessons, seminars and workshops through a small team report.
Assessment criteria	Intermediate report.

Final grade percentage: 50%

### Resources, bibliography and additional documentation

#### Basic bibliography

- \* G.J. Borjas, Labor economics, McGraw Hill, 4th edition, 2008.
- \* International Labour Organization, An Introduction to Labour Statistics in Tourism, Geneva, 2004.
- \* International Labour Organization, Developments and challenges in the hospitality and tourism sector, Geneva, 2010.
- \* C.R. McConell, S.L. Brue and D. Macpherson, Contemporary Labor Economics, McGraw Hill, 10th edition, 2013.

#### Complementary bibliography

- \* J. Rey, M. Tugores and V. Ramos, Implications of human capital analysis in tourism, Chapter 17 in Handbook on the Economics of Tourism (Dwyer and Forsyth, ed), 2006.
- \* H.R. Varian, Intermediate Microeconomics: a modern approach, W.W.Norton & Company, 6th edition, 2003.



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