

Academic year	2016-17
Subject	11470 - Project Management for Tourism
Group	Group 1, 2S
Teaching guide	B
Language	English

## Subject identification

<b>Subject</b>	11470 - Project Management for 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
Jaime Jaume Mayol <a href="mailto:jaime.jaume@uib.es">jaime.jaume@uib.es</a>	12:00	14:00	Thursday	05/09/2016	30/06/2017	Departament d'Informatica / Anselm Turmeda
	11:00	13:00	Monday	05/09/2016	30/06/2017	Departament d'Informatica / Anselm Turmeda

## Contextualisation

This course examines the process and activity of planning, organising, motivating and controlling resources, procedures and protocols to achieve specific goals within defined scope, quality, time and cost constraints in the specific context of tourist firms.

A project is a temporary endeavour designed to produce a unique result with a defined beginning and end that is undertaken to meet unique goals and objectives of performance or added value. The temporary nature of projects stands in contrast to firms' operations, which are repetitive, permanent or semi-permanent functional activities carried out to produce products or services. In practice, the management of these two systems is often quite different, and as such requires the development of distinct technical skills and management strategies. Furthermore, tourism firms possess certain unique characteristics – inseparability, simultaneity, perishability, etc. – that will be considered, such as the fact that the product tourists finally enjoy is usually provided by several different firms.

In this course, students will apply the skills of project management to the tourism industry and will take into account the identification of good business prospects by determining the costs of operation and the availability of suppliers and partners.

## Requirements

Non specific requirements are necessary to follow this subject, but it is recommended to have some experience in using ICT (Information and Computer Technologies) and accessing the cloud.

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### Recommendable

Some experience in using Information and Computer Technologies.

### Skills

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#### Specific

- \* CE11 Ability to develop integral business plans.
- \* CE12 Being able to strategically manage tourism organizations, including both external factors (threats and opportunities) and internal resources and capabilities of the tourism firm.

#### Generic

- \* CG1 Know how to find, process and analyze information concerning the tourism sector from different sources.
- \* CG2 Know how to work in a team and deal with problematic situations in a collaborative way.

#### Transversal

- \* CT2 Ability to organize and plan.
- \* CT5 Ability to define priorities in the achievement of objectives.

#### 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

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This course is focused in planning and management a project in a Tourism Firm. The course has been divided into two units. The first one contains theoretical concepts about management and planning, in order to use ICT solutions in the second one.

#### Theme content

1. Importance of planification in tourism firms
  - 1.1. Using projects to organise tourism firms
  - 1.2. Defining the scope of the project
  - 1.3. Tasks by project in tourism firms
  - 1.4. Distributing activities over time
  - 1.5. Assigning teams to tasks
  - 1.6. Communication with stakeholders
  - 1.7. Tourism firm project risk

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## 2. Project execution and control

### Teaching methodology

#### In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory sessions	Large group (G)	These sessions will be devoted to the presentation and explanation of the main contents included in the course. Discussion and active participation of students is expected during these sessions	7
Practical classes	Computer sessions	Large group (G)	These sessions will be devoted to the practical development concepts about project management in tourism firms.	11

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	Student self-study is critical to properly assimilate the main contents of this course. Students should review the issues explained during classes, read, analyze and summarize the subject matters presented in classes and the readings recommended by the professor.	17
Group self-study	Group self-study	Students should develop a project in order to simulate a real project management planning of a tourism firm.	40

#### 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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### Computer sessions

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Modality	Practical classes
Technique	Papers and projects ( <b>retrievable</b> )
Description	These sessions will be devoted to the practical development concepts about project management in tourism firms.
Assessment criteria	The student has to develop a Project to simulate a real Project Management planning, so the solution accuracy will be considered as assessment criterion.  Skills: CE11; CE12; CT2; CT4; CB7

Final grade percentage: 50%

### Group self-study

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Modality	Group self-study
Technique	Oral tests ( <b>retrievable</b> )
Description	Students should develop a project in order to simulate a real project management planning of a tourism firm.
Assessment criteria	The student has to present the Project in an specific session to explain the solution, so the Project justification will be considered as assessment criterion.  Skills: CG2; CT2; CT4; CB9

Final grade percentage: 50%

### Resources, bibliography and additional documentation

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The professor will supply the bibliography with Internet resources focused in online tutorials about ICT tools of project management.

#### Other resources

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- Okumus, F., Altinay, L. & Chathoth, P. (2010) Strategic Management for Hospitality and Tourism. Oxford, Routledge.
- Olsen, M. & Zhao, J. (2008) Handbook of Hospitality Strategic Management. Florida, Elsevier.

