

Academic year	2016-17
Subject	11486 - Tourism Competitiveness
Group	Group 1, 1S
Teaching guide	A
Language	English

Subject identification

Subject	11486 - Tourism Competitiveness
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	01/09/2016	05/02/2017	DB246 Jovellanos. Solicitar cita por mail
	17:30	19:00	Tuesday	13/02/2017	31/07/2017	DB246 Jovellanos. Solicitar cita por mail

Contextualisation

The 'Master in Economics of Tourism: Monitoring and Evaluation' (METME) has the objective to help students to develop skills and competences in Monitoring and Evaluation to improve the competitiveness and sustainability of tourism economies.

In this context, the course "Tourism competitiveness" is part of the compulsory courses integrated under the theme "Competitiveness and sustainability." This initial module will provide students with the general view of the framework in which the rest of the master is going to go in detail.

Requirements

There are no specific requirements apart from those related to the acceptance to the master program.

Skills

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Specific

- * CE2 – To build conceptual models of the competitiveness of the productive as well as the social, environmental and institutional settings of tourism economies.
- * CE4 – To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region.

Generic

- * CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector.
- * CG4 – To be able to interpret and evaluate critically the results obtained regarding the sustainability and competitiveness of the tourism system.
- * CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions.

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. Basic principles of competitiveness
- Topic 2. The traditional approach: competitiveness through the real exchange rate
- Topic 3. Theoretical models of competitiveness
- Topic 4. The measurement of competitiveness

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 to gather information and implement the content developed at Lectures	6
Assessment	Exam	Large group (G)	Final exam	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



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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

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 to gather information and implement the content developed at Lectures
Assessment criteria	Assessment of the final project and the homework

Final grade percentage: 45%



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Exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	Final exam
Assessment criteria	Final exam

Final grade percentage: 45%

Resources, bibliography and additional documentation

Basic bibliography

The Travel & Tourism Competitiveness Report 2015 WEF

Complementary bibliography

Tourism, Technology and Competitive Strategies (1996) Auliana Poon

The Competitive Destination: A Sustainable (2003) Tourism Perspective Geoffrey I. Crouch and J.R. Brent Ritchie

Competitiveness in the Tourism Sector (2008)

Competitiveness and Tourism (2012) Edited by Geoffrey I. Crouch and J.R. Brent Ritchie

