

## *Syllabus of the course “Tourism Issues”*

### I. IDENTIFICATION

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- ✓ **Subject's name:** Tourism Issues
- ✓ **Code:** 101233
- ✓ **Degree:** Degree in Tourism
- ✓ **Academic Year:** 2016-17
- ✓ **Type of subject:** Optional
- ✓ **Credits ECTS (hours):** 6 (150)
- ✓ **Teaching period:** 2<sup>nd</sup> Semester
- ✓ **Teaching Language:** English
- ✓ **Professorate:** Carme Ruiz

### II. PRESENTATION

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The course aims to equip the fourth year of the Bachelor of Tourism students with analytical and critical thinking about the excellence and the most suitable business practices to be implemented in the different types of tourism companies and independent professionals in order to differentiate themselves from competitors.

### III. EDUCATIONAL OBJECTIVES, SPECIFIC SKILLS AND LEARNING OUTCOMES

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#### EDUCATIONAL OBJECTIVES

At the end of the course the student should be able to:

1. Analyze the new technologies applied to tourism and know what would be the most appropriate to implement in each case.
2. Teamwork.
3. Develop an ability to learn independently.
4. Ability to self-assess the knowledge acquired.

5. Working with communication techniques and new technologies at all levels.
6. Develop critical thinking.
7. Know the companies that are recognized for excellence within the sector.

#### **SPECIFIC SKILLS AND LEARNING OUTCOMES**

CE1. Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.

##### LEARNING OUTCOMES

CE1.7. Identify the bases that lead to the creation of new trends in tourism.

CE10. Argue critically from different theoretical, ideological perspectives and best practices, the reality surrounding the tourism sector.

##### LEARNING OUTCOMES

CE10.3. Arguing best practices, trends and the latest approaches to the challenges facing the development of altruism involved.

CE11. Take initiative and entrepreneurship to create and manage companies and products in the tourism sector.

##### LEARNING OUTCOMES

CE11.4. Distinguish initiatives, tourism projects and the businesses more relevant in order to encourage entrepreneurship in the creation and improvement of business and travel.

CE13. Propose alternatives and creative solutions to possible problems in the field of management, planning, business and travel.

##### LEARNING OUTCOMES

CE13.8. Apply different management and planning tools that allow foster the development of the tourism sector.

CE14. Innovate both planning and tourism marketing and tourism management organizations.

##### LEARNING OUTCOMES

CE14.1. Identify the latest trends and best practices to innovate in the planning, management and marketing entities, products and tourism organizations.

CE16. Demonstrate knowledge of the functioning of the evolution of various tourism models to select the most appropriate and apply it in the current environment.

##### LEARNING OUTCOMES

CE16.3. Extrapolate experiences of the study and exhibition of examples and case studies of the tourism sector.

#### IV. TRANSVERSAL COMPETENCES

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CT1. Develop an ability to learn independently.

CT4. Use communication skills at all levels.

CT5. Making decisions under uncertainty and being able to assess and predict the consequences of these decisions in the short, medium and long term.

CT6. Plan, organize and coordinate teamwork, creating synergies and knowing placed in the shoes of others.

CT7. Manage human resources in tourism organizations.

CT8. Demonstrating ethical behavior and adaptation capability to different intercultural contexts.

CT9. Demonstrate responsible behavior to the environment.

CT10. Teamwork.

CT11. Plan and manage activities based on the quality and sustainability.

CT12. Having customer service orientation.

CT13. Business vision, capture customer needs and anticipate possible changes in the environment.

#### V. SYLLABUS AND CONTENTS

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Unit 1: New trends in tourism sector

1.1. Products

1.2. Market segments

1.3. Destinations

Unit 2: Travel blogs and travel bloggers

Unit 3: Revenue Management

Unit 4: Tourist packages design and creation

Unit 5: New technologies applied to tourism market:

5.1. Metasearchers

- 5.2. Mobile phones: tailored designs and apps
- 5.3. Big Data
- 5.4. Smart cities and smart tourism
- 5.5. Hotel market ICT innovations

## VI. RECOMMENDED BIBLIOGRAPHY

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*De Pablo Redondo, R.* (2004). Las nuevas tecnolog as aplicadas al turismo. Editorial Centro de Estudios Ram n Areces, Madrid.

*Gretzel, U. & Xiang, Z.* (2010). Role of social media in online travel information search. *Tourism management* 31, p. 179-188. Elsevier Ltd, Great Britain.

*Larsen, J., Urry, J. & Axhausen, K.W.* (2006). Networks and tourism: Mobile Social Life. *Annals of Tourism Research*, Vol. 34, n  1, pp. 244-262. Elsevier Ltd, Great Britain.

*Mangold, W. G. & Faulds, D. J.* (2009) Social Media: The new hybrid element of the promotion mix. Kelly School of Business, Indiana University. Available online at [www.sciencedirect.com](http://www.sciencedirect.com)

Supporting material in digital format and web links offered on the Virtual Campus.

Webgraphy:

<http://www.tnooz.com/article/fifteen-of-the-best-social-media-campaigns-in-travel-so-far/>

<http://www.travelandleisure.com/smittys-2013>

<http://springnest.com/blog/social-media-travel-marketing/>

<http://www.tourism.australia.com/industry-advice/using-social-media.aspx>

<http://www.blogtrw.com/en/>

[www.sitefinity.com](http://www.sitefinity.com)

<http://www.discoverhongkong.com/eng/plan-your-trip/travel-kit/mobile-apps.jsp>

<http://wearedata.watchdogs.com/>

## VII. TEACHING METHODOLOGY

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The course operates on three methodologies of teaching and learning:

- a) Theoretical Methodology: face-master class explanations for to the different syllabus items that help the student to develop a practical methodology.
  
- b) Practice methodology: Research case studies to be shared and debated by students, test and learning operation of different technological tools explained in class.
  
- c) Seminars, conferences and / or company visits held by professionals of tourism.

## VIII. ASSESSMENT

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The evaluation of the course will be:

Continuous Assessment: class exercises, works expositions, practices and related activities with seminars, conferences: 20 %, portfolio with news related to the topics treated in class: 20%. Exam: 60 %. Minimum qualification to average between all parties: 4 over 10.

Final exam:

There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with special features (repeaters, mobile students, etc.).

Re-evaluation:

Those students with a final grade between 4 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

## IX. STUDENT DEDICATION TIME ORGANIZATION

| TYPE                   | ACTIVITY                      | HOURS      | LEARNING OUTCOMES  |
|------------------------|-------------------------------|------------|--|
| Aimed Activities       | Lectures                      | 25         | CE1.7, CE10.3, CE11.4, CE13.8, CE16.3. CT1, CT5, CT7, CT8, CT9, CT11, CT12, CT13                   |
|                        | Solving problems              | 40         | CE10.3, CE11.4, CE13.8, CE14.1., CE16.3, CT1, CT4, CT5, CT6, CT7, CT8, CT9, CT10, CT12, CT13       |
| Supervised activities  | Tutoring                      | 10         | CE10.3, CE11.4, CE14.1, CT1, CT4, CT5, CT6, CT10   |
| Independent Activities | Resolution of practical cases | 25         | CE1.7, CE10.3, CE11.4, CE13.8, CE14.1, CE16.3, CT1, CT4, CT5, CT6, CT7, CT8, CT9, CT10, CT12, CT13 |
|                        | Preparation of papers         | 25         | CE1.7, CE10.3, CE11.4, CE13.8, CE14.1, CE16.3, CT1, CT4, CT5, CT6, CT7, CT8, CT9, CT10, CT12, CT13 |
|                        | Preparation portfolio         | 25         | CE1.7, CE10.3, CE11.4, CE13.8, CE14.1, CE16.3, CT1, CT4, CT5, CT6, CT7, CT8, CT9, CT10, CT12, CT13 |
| <b>TOTAL</b>           |                               | <b>150</b> |  |

## X. TIME ORGANIZATION AND STUDENT DEDICATION

| WEEK | UNIT   | METHOD            | HOURS |
|------|--------|-------------------|-------|
| 1    | Unit 1 | Lecture           | 1     |
|      |        | Practice session  | 2     |
|      |        | Directed Activity | 1     |
| 2    | Unit 1 | Lecture           | 1     |
|      |        | Practice session  | 2     |
|      |        | Directed Activity | 1     |
| 3    | Unit 1 | Lecture           | 1     |
|      |        | Practice session  | 2     |
|      |        | Directed Activity | 1     |
| 4    | Unit 1 | Lecture           | 1     |
|      |        | Practice session  | 2     |
|      |        | Directed Activity | 1     |
| 5    | Unit 1 | Lecture           | 1     |
|      |        | Practice session  | 2     |
|      |        | Directed Activity | 1     |
| 6    | Unit 2 | Lecture           | 1     |
|      |        | Practice session  | 2     |
|      |        | Directed Activity | 1     |

|    |        |  |             |
|----|--------|--|-------------|
| 7  | Unit 2 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 8  | Unit 3 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 9  | Unit 4 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 10 | Unit 5 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 11 | Unit 5 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 12 | Unit 5 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 13 | Unit 5 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |
| 14 | Unit 5 | Lecture<br>Practice session<br>Directed Activity | 1<br>2<br>1 |

## **XI. ENTREPRENEURSHIP AND INNOVATION**

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To encourage entrepreneurship the professor provides students with the necessary tools in order to analyze the potential applications to be worked on new business ventures in the tourism industry. The classroom activities and the teamwork consolidate the relationship between people who need to provide synergies to achieve the agreed team objectives and then turned into future business projects.

The course provides the student with nowadays and real vision thanks to the studies and researches that must be done in the scheduled activities. Furthermore the evaluation system has self-assessment and community evaluation as a complement to the professor assessment to engage students and let them know the level reached by the group to train them in the reflection techniques before appropriate approaches or unsatisfactory ones for the success of a business project, whether individual or group.

All works and student's contributions are shared with the rest of classmates in order to share the created resources and to ensure the creation of authentic information.