

## *Syllabus of the course "Tourist Office Management"*

### IDENTIFICATION

---

- ✓ **Subject Name:** Tourist Office Management
- ✓ **Code:** 101225
- ✓ **Qualifications:** Degree in Tourism
- ✓ **Academic year:** 2016-17
- ✓ **Type of course:** Optional
- ✓ **ECTS credits (hours):** 3 (75)
- ✓ **Semester:** First
- ✓ **Language:** English
- ✓ **Lecturer:** Maria Abril i Sellarés

### I. INTRODUCTION

---

This subject is part of the group of degree courses related to tourism management where students study several actions such as strategic planning, project management, etc. The course has a very practical focus integrating theoretical content. This learning method is intended to be applied in the form of exercises, planning activities and analysis of real cases.

### II. TEACHING OBJECTIVES

---

On completing this subject, students should be able to:

1. Understand the mission, the environment and the planning of tourist offices, as well as their different functions or tasks.
2. Know how to design the services of the tourist offices and to learn about the public and / or users of these services.
3. Organize, design and provide these services.
4. Learn the professional competencies required for each of the functions of the tourism office, as well as the conditions and infrastructure required to carry out the services in an effective and appropriate way.

5. Learn how to perform quality control in order to achieve an adequate level of customer satisfaction.

### III. SKILLS AND LEARNING OUTCOMES

---

CE2. Identify the legal framework regulating the tourist boards.

#### LEARNING OUTCOMES

CE2.5. Identify and apply the elements of public law (administrative, fiscal and tourism) regulating tourist boards as well as any other private law regulating certain tourism activities and functions of the tourist boards

CE4. Apply concepts related to tourism services and tourism enterprises (from an economical and financial approach, human resources, trade policy, market, operational and strategic) in different areas of the tourism industry.

#### LEARNING OUTCOMES

CE4.9. Application of product concepts related in tourism organizations in different areas of the sector and its activities.

CE6. Prove the knowledge and understanding of the tourism phenomenon in the context of sustainability and quality management.

#### LEARNING OUTCOMES

CE6.4. Develop the principles and criteria of sustainability and quality management to be applied in tourism and other activities.

CE7. Define and implement the objectives, strategies and trade policies in companies and tourism organizations.

#### LEARNING OUTCOMES

CE7.5. Identify objectives and strategies of the various components of the tourism industry: travel agencies, tourist offices, organizing conferences and events, theme parks ...

CE11. Learn how to apply initiative and entrepreneurial spirit to create and manage companies and products in the tourism sector.

#### LEARNING OUTCOMES

CE11.3. Application initiative and entrepreneurial spirit in other departments; the activities and functions of the organizations to encourage the creation and improvement of tourism management.

CE13. Propose alternatives and creative solutions to possible problems in the field of business management and planning and in the creation of tourism products.

#### LEARNING OUTCOMES

CE13.7. Propose alternative and creative solutions to problems that can emerge in the planning and management departments, in the creation of activities or services, in new areas of the tourism industry, as well as in the organizations and in new tourism products.

### IV. TRANSVERSAL SKILLS

---

CT3. Adapt to arising technological changes.

CT4. Handle communication techniques at all levels.

CT10. Experience and patronize teamwork

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

### V. SYLLABUS AND CONTENTS

---

#### 1. The concept of tourist office

Revision of theoretical concepts concerning at tourist office. Brief history of the tourist offices. Modalities and regulations of tourist offices. Functions in the tourist offices. The business environment of the tourist offices.

#### 2. Users of the Tourist Office

Who uses the services of the tourist office? Partners to the Tourist Offices. Understanding users' needs of the tourist office. Relationship between public and private sector. Position and image of the tourist office.

#### 3. Services catalogue of the tourist office

Summary of services of the tourist offices. Services catalogue in different languages. Comparing systems. The services of the tourist offices in Spain..

4. Tourist information  
Informational features of tourism. Users of the information in the tourist office.  
Tourism information systems for the tourist office. Information management.  
Structure of the information systems of a destination. Integration of the booking systems.
5. Services at the destination  
Putting up the destination. Positioning the resort. Boosting the destination. Creating, planning and managing new products. Business intelligence: the tourism observatories. Tourism policy. Tourism Administrations. The Destination Management Organizations. Public-private coordination. Social networks and social capital
6. Communication of the destination  
Information in communication strategies. Electronic distribution of information.  
Information and communication on the Internet. Communication of the destination on the Internet. Web 2.0. Social networks.
7. Quality and innovation  
Understanding Quality. Quality in the tourist office. Internal marketing. Innovation.  
Sustainable tourism and responsible tourism
8. The professionals of the tourist office  
The professionals of the tourist destination. Professional profiles of the Tourist Office. Professional skills. Training the professionals of the Tourist Office.

## VI. RECOMMENDED BIBLIOGRAPHY

---

Arcarons, R.; Gonz Alez, F.; Miralbell O. & Pall s, JM (2010). Public Management of Tourism, Editorial UOC, Barcelona.

Cals J., & E. Vaqu  Chaplain J. (1997). Public Management of Tourism. Manual Local Government areas of Interest. Carles Pi i Sunyer Foundation. Barcelona

Ch as J. (1991). El Mercado son personas. McGraw-Hill. Madrid

Miralbell, O. (2011). Management of Offices of Tourism. Editorial UOC, Barcelona.

Other support materials in digital format, and links to websites will be offered in the Virtual Campus.

## VII. TEACHING METHODOLOGY

---

The course will have three distinct dynamics:

- a. Theoretical session of the course: Three sessions methodology combined. 50% of the session time class type –magistral regarding the various agenda items. The other 50% of students and consultation clarifications about the teacher's theoretical section of the course. The classes will often audiovisual (viewing of a video to support the theory, *power point* presentations, etc.).
- b. Methodology for the practical part of the subject: Production and presentation in class exercises related to create a new tourist product. The process of implementation and clarification of queries performed entirely in a virtual environment.
- c. Methodology the learning part of the course (Virtual Campus): Campus platform virtual be used as a primary environment for the exchange of information, consultation and debate. Virtual Campus will be the subject sheet, complementary material to the theory digital format, exercises and case studies, links to websites, etc. The professor provides spaces for debate, where students meet three questions that the professor proposes three different dates should serve as a source of debate among students. Participation is mandatory.

## VIII. ASSESSMENT

---

The evaluation of this course will consist of:

- a) Participating actively in virtual classroom forum discussions. The quality of the message content (based on the criteria of adequacy to the discussion, the innovation and the level of reflection and critical analysis of the contributions of other colleagues) will determine the grade of this section, it will be worth 10% of the final grade.
- b) Assign an individual work related to the creation of a tourist product created by a tourist office and to do a presentation in class about it. 50% of the final grade.
- c) Realization of a final exam, which will be worth 40% of the final grade and include both theoretical ex matter making lectures in the course material and the practical aspects of the subject.

OBLIGATORY CONDITION FOR PASSING THE SUBJECT: To make the final average should get at least 5 out of 10 in each of the three sections evaluated.

#### IX. TIME PLANNING AND ORGANIZATION OF STUDENTS

Type	Activity	Hours	ECTS	LEARNING OUTCOMES
<b>Guided</b>	Lectures	20	0.80	C 2.5, C7.5, CT3, CT13
	Practical case	6	0:24	C13.7., C7.5., CT10
	Public presentation of works	2	0:08	C11.3. , C13.7., CT4
<b>Supervised Activity</b>	Tutorials	11	0.44	C7.5, C11.3., CT4
<b>Independent activities</b>	Practical case	6	0:24	C4.9., C6.4., C13.7.
	Preparation work	18	0.72	C2.5., C4.9., C7.5. , C11.3., C13.7., CT10
	Study	12	0.48	C2.5., C4.9., C6.4. , C7.5, C11.3.
<b>TOTAL</b>		75	3	

#### X. TEACHING PLANNING

<i>Session</i>	<i>Mode</i>	<i>To study</i>	<i>Activities</i>	<i>Duration</i>
<b>Session 1</b>	Attendance class	Course presentation	Teacher's presentation and open questions	2 h
<b>Session 2</b>	In Virtual Campus	The concept of the Tourist Board	Discussion in the forum	Monday to Wednesday
<b>Session 3</b>	Attendance class	Who uses the Tourist Board	In class: Concept of a Tourist Office	2 h
<b>Session 4</b>	In Virtual Campus	Service Catalog	Discussion in the forum	Monday to Wednesday
<b>Session 5</b>	Attendance class	Tourist information	In class: User and Services of TO. Discussions assignment individually work 1	2 h
<b>Session 6</b>	Attendance class – Visiting a TO	Communication Services	Meeting in a Tourist Office in Barcelona	2 h
<b>Session 7</b>	In Virtual Campus	Serving the destination	Discussion in the Forum space	Monday to Wednesday
<b>Session 8</b>	Attendance class		In class: Summary of chapters 1 to 6	2 h
<b>Session 9</b>	In Virtual Campus	Quality control and innovation	Discussion in the Forum space	Monday to Wednesday

<b>Session 10</b>	Attendance class		Oral Presentations of Works	2 h
<b>Session 11</b>	Attendance class		Oral Presentations of Works	2 h
<b>Session 12</b>	In Virtual Campus	The professionals working at the T.O.	Discussion in the forum space	Monday to Wednesday
<b>Session 13</b>	Attendance class		Exam	2 h

## **XI. ENTREPRENEURSHIP AND INNOVATION**

---

This course examines the acquisition of skills that students such as tourism professionals should take into entrepreneurship and innovation. Therefore, both in classroom discussions and exercises, and home assignments were designed to encourage critical analysis of information, goal setting and strategic planning within a framework of innovation and entrepreneurship.

In discussions in class, students will have to take position on issues and situations requesting innovative solutions in the management of the tourist office.

The group assignment, based on the analysis of a tourist office and the final outcome of the exercise affording innovations and new improvements for the TO, encourages the skills of responsibility, decision making and critical analysis necessary for entrepreneurship.