Syllabus of the course "Tourism Issues"

I. IDENTIFICATION

✓ **Subject's name:** Tourism Issues

✓ **Code:** 103757

✓ **Degree:** Degree in Hotel Management

✓ **Academic Year:** 2016-17

✓ **Type of subject:** Optional

✓ **Credits ECTS (hours):** 6 (150)

✓ **Teaching period:** Semiannual

✓ **Teaching Language:** English

✓ **Professorate:** Carme Ruiz

II. PRESENTATION

The course aims to equip the fourth year of the Degree in Hotel Management 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

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.

1

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

CE12. Define and apply the commercial objectives, strategies and politics in the hotel and restoration companies.

LEARNING OUTCOMES

CE12.4. Apply the commercial politic in the hotel companies based on their distinctive characteristics.

CE17. Show the knowledge about the dynamic and evolutionary character of the hotel and restoration industry and the new leisure society.

CE25. Demonstrate that understand the relationship and the impact of the information systems in the hotel and restoration companies management processes.

LEARNING OUTCOMES

CE25.3. Study and adapt the generic and specific computerized information systems to the hotel companies.

CE32. Elaborate marketing and promotion plans for the hotel companies, especially in the online marketing field.

LEARNING OUTCOMES

CE32.6. Introduce and detail specific marketing and promotion plans for hotel companies, including the online channels.

CE33. Develop and apply internationalization and sustainable growing politics in the hotel market companies.

LEARNING OUTCOMES

CE33.3. Identify and apply the basic strategic elements in the internationalization process of the activities and the hotel market companies.

IV. TRANSVERSAL COMPETENCES

CT1. Develop an ability to learn independently.

CT4. Use communication skills at all levels.

CT9. Demonstrate responsible behavior in the social relations, and know how to adapt in different intercultural contexts.

CT10. Demonstrate a responsible behavior with the natural, social and cultural environment.

CT11. Time organization and time management.

CT12. Teamwork.

CT13. Plan and manage activities based on the quality and sustainability.

CT14. Having customer service orientation.

CT15. Business vision, capture customer needs and anticipate possible changes in the environment.

CT16. Analyze, synthetize and information evaluation

V. SYLLABUS AND CONTENTS

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

De Pablo Redondo, R. (2004). Las nuevas tecnologías aplicadas al turismo. Editorial Centro de Estudios Ramón 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, nº 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

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.discoverhongkong.com/eng/plan-your-trip/travel-kit/mobile-apps.jsp
http://wearedata.watchdogs.com/

VII. TEACHING METHODOLOGY

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

The evaluation of the course will be:

Continuous assessment: class exercises, exhibitions of works, practices and related seminars, conferences and / or visits to companies in the sector activities: 20%, portfolio with news and articles about excellence in tourism and new technologies applied to the tourism sector 20%. Examen: 60 %. The minimum qualification to average between all parties is 4 out of 10.

Final assessment:

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 right to do a re-evaluation exam. The maximum grade to be obtained in this option will be 5 over 10.

IX. STUDENT DEDICATION TIME ORGANIZATION

TYPE	ACTIVITY	HOURS	LEARNING OUTCOMES
Aimed Activities	Lectures	25	CE12.4, CE25.3, CE32.6, CE 33.3 CT10, CT13, CT14, CT15, CT16
	Solving problems	40	CE12.4, CE25.3, CE32.6, CE33.3 CT1, CT4, CT9, CT10, CT12. CT13, CT14, CT15
Supervised activities	Tutoring	10	CT1, CT13, CT15
Independent Activities	Resolution of practical cases	25	CE12.4, CE25.3, CE32.6, CE33.3 CT1, CT4, CT9, CT10, CT12. CT13, CT14, CT15
	Preparation of papers	25	CE12.4, CE32.6 CT9, CT11, CT12, CT13, CT14, CT16
	Preparation portfolio	25	CE12.4, CE32.6, CE33.3 CT1, CT9, CT10, CT13, CT14, CT15, CT16
TOTAL		150	

X. TIME TEACHING

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	1
		Practice session	2
		Directed Activity	1
8	Unit 3	Lecture	1
		Practice session	2
		Directed Activity	1
9	Unit 4	Lecture	1
		Practice session	2
		Directed Activity	1
10	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1
11	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1
12	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1
13	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1
14	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1

XI. ENTREPRENEURSHIP AND INNOVATION

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.