

**Tourism Products**

Code: 101235  
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

**Contact**

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**Use of Languages**

Principal working language: english (eng)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

**External teachers**

Lluís Garay Tamajón

**Prerequisites**

There are no prerequisites

**Objectives and Contextualisation**

Presentation

The subject has the objective of placing the student in the understanding of the processes of configuration of tourist products, with a practical approach, based on the treatment of relevant examples. During the semester, different practical cases will be presented, analyzed and discussed from the experience of tourist agents, which will allow the student to deepen some types of tourism (generic and specific) and address relative issues. The subject will observe how tourist products are created and defined, paying special attention to the resources that enable them and the actors involved in their development, as well as the impact they produce. In this sense, both traditional and more specific production, based on natural and cultural resources, will be analyzed. The aspects related to sustainability (emphasizing also accessibility) and the importance of information and communication technologies (ICT) will be a key player in the context of the creation and development of tourism products in the current post-Fordist context.

Main goals

The student at the end of the course must be able to:

- In relation to the tourist product:
  - o Understand the basic principles of tourism production
  - o Recognize the importance of the vectors linked to sustainability and technology in the creation and development of tourism products, with special attention to phenomena such as accessibility to destinations and their resources

- o Know what are the actors that star in this development
- o Understanding the impacts that these products currently generate
- In relation to the diversity of tourist products:
  - o Differentiate products based on resources that facilitate their creation and development
  - o See their characteristics and implications at economic, social and environmental level.
- Acquire knowledge and skills for your professional career:
  - o To know the great variety of tourist products that the sector offers today and to be able to apply this knowledge in the professional environment (company, administration, academia)
  - o Develop a critical capacity in relation to the creation of products and their subsequent management, promoting economic, social and environmental sustainability.
  - o Integrate innovation as a value in the creation, management and commercialization of products.

## Competences

- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the environment.
- Critically interpret the context in which the tourism sector operates, from different perspectives deriving from theory, ideology and good practice.
- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.
- Demonstrate knowledge of the functioning and evolution of different tourism models in order to choose the most suitable one and apply it in the current environment.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage human resources in tourism organisations.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use communication techniques at all levels.
- Work in a team.

## Learning Outcomes

1. Apply public and private law to the new tourism products and activities.
2. Apply the different management and planning tools that help to drive the development of the tourism sector.
3. Argue in favour of good practice and the newest trends and approaches in the face of the challenges posed by tourism development.
4. Behave ethically and adapt to different intercultural contexts.
5. Behave responsibly towards the environment.
6. Develop a capacity for independent learning.

7. Display a customer service orientation.
8. Extrapolate from studies and presentations of real cases in the tourism sector.
9. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
10. Identify the latest trends and best practice, in order to innovate in planning, management and commercialisation in tourism entities, products and organisations.
11. Identify the sources of new trends in the tourism sector.
12. Keep pace with the latest outstanding initiatives, projects and businesses in tourism as inspiration for maintaining an entrepreneurial spirit.
13. Manage human resources in tourism organisations.
14. Plan and manage activities on the basis of quality and sustainability.
15. Plan, organise and coordinate a work team, creating synergies and showing empathy.
16. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
17. Use communication techniques at all levels.
18. Work in a team.

## Content

Topics related:

- Conceptualization of tourism production
- Generic tourism
- Tourist products motivated by natural resources
- Tourist products motivated by cultural resources
- Other specific products
- The role of ICTs and Networks
- Sustainability and accessibility to tourism production
- Innovation in tourism production

## Methodology

Methodology

The teaching methodology used will be based on the continuous evaluation and will be a combination between the theoretical classes, the practical autonomous works, the investigation in the networks and the participation in debates related to the subject. Students will be advised to read different references before each topic. Active participation in the classes will be essential and each student will be encouraged to ask questions and contribute to the discussion in the classroom.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Public presentation	6	0.24	3, 12, 11
Theoretical classes	24	0.96	1, 2, 3, 12, 8, 11, 10

Type: Supervised

Tutorials	12	0.48	6, 15
Type: Autonomous			
Self Learning	46	1.84	2, 3, 12, 8, 11, 10

## Assessment

### Evaluation system

The evaluation of this subject consists of the following system:

Around the thematic blocks that make up the subject, a set of evaluation activities will be carried out that will deal with the subject exposed in the classes. In this sense, a series of written evaluation tests and debates will be carried out that will be specified by the students at the beginning of the semester. All these activities must be done to have a continuous evaluation note.

If the final mark does not reach a minimum of 4 out of 10, the student will have to do the final exam of the subject. In order to be able to have a final grade of continuous assessment, the student must attend a minimum of 80% of the classes and submit to the evaluation tests that will be made throughout the course.

In any case, there will always be the possibility of submitting to the final exam of the subject, in case of not having passed the continuous evaluation or not having been able to follow it for any reason. Thus, not submitting one of the tests or suspending the continuous assessment does not invalidate the option of taking the final exam in any case and this will always be available to the student.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Continuous evaluation test 1	30%	3	0.12	1, 2, 3, 12, 8, 11, 10
Continuous evaluation test 2	30%	3	0.12	1, 2, 3, 12, 8, 11, 10
Public debates and preparation of assignments	30%	20	0.8	1, 2, 3, 12, 8, 11, 10
Theoretical classes and case studies solving	10%	36	1.44	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18

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