

**Tourism Products**

Code: 101235  
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

Name: Monica Molina Hoyo  
Email: Monica.Molina@uab.cat

**Use of Languages**

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

**Prerequisites**

There are no prerequisites

**Objectives and Contextualisation**

Presentation

The subject has the objective of placing the student in the understanding of the configuration processes 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 debated by the tourist agents, which will allow the student to delve into some types of tourism (generic and specific) and address relative issues. The subject will observe how tourism products are created and defined, observing with special attention both the resources that make them possible and the actors that intervene in their development, as well as the impacts they produce. In this sense, importance will be given to both the most traditional and the most specific products based on natural and cultural resources.

Aspects related to sustainability and mainly universal accessibility have a very important weight in the subject. Accessibility is a cross-cutting element in the creation and marketing of all types of tourism. Thus the student will receive comprehensive training in the understanding and application of this concept. The importance of information and communication technologies (ICT) will also be discussed, which will be the protagonist of the story around 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
- Universal accessibility in the tourism products creation
- Tourist products motivated by natural resources
- Tourist products motivated by cultural resources
- Other specific products
- The role of ICTs and Networks
- Innovation in tourism production

## Methodology

Methodology

The teaching methodology that will be used will be based on continuous evaluation and will be a combination of theoretical classes, practical autonomous work, research and participation in debates related to the subject. Active participation in classes will be essential and each student will be encouraged to ask questions and contribute to the discussion in the classroom.

It is a subject with the continuous assessment that has as an essential requirement daily class attendance and a high participatory component. It will work individually and with different group settings in each session.

Failure to attend class in a specific session must be justified in order to continue the continuous evaluation. In case of not being able to ensure this assistance, it is recommended to opt for a single evaluation.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Case studies solving	34	1.36	1, 2, 3, 12, 8, 11, 10
Public presentation	6	0.24	3, 12, 11
Type: Supervised			
Tutorials	12	0.48	6, 15
Type: Autonomous			
Self Learning	36	1.44	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 matter exposed in the classes. In this sense, a series of evaluation tests will be carried out in different formats that will be given to the students at the beginning of the semester. All these activities must be done to have a continuous evaluation grade. In addition, an important part of the note will be derived from a group work that will be carried out throughout all the sessions.

If the final grade does not reach the minimum of 4 out of 10, the student will have to take the final exam for the subject. In order to have a final grade for continuous evaluation, the student must attend all sessions (justify absences) and take the evaluation tests that will be carried out throughout the course.

In case of opting for the single assessment, it will be made up of group work carried out individually and an exam on all the material taught during the course. In case of not having passed the continuous evaluation or the single evaluation, the student must take the recovery exam.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Field trips/ Expert sessions	20%	3	0.12	1, 2, 3, 12, 8, 11, 10
Interactive evaluation activities	30%	20	0.8	1, 2, 3, 12, 8, 11, 10
Oral communication skills	10%	36	1.44	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18
Work Group	40%	3	0.12	1, 2, 3, 12, 8, 11, 10

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## **Software**

No software knowledge requirements