

**Tourism Products**

Code: 101235  
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	1

## Contact

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## Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

## Prerequisites

There are no prerequisites

## Objectives and Contextualisation

### Presentation

The course aims to place the student in the understanding of the configuration processes of tourism products, with a practical approach, based on the treatment of relevant examples. During the semester, different cases will be presented, analyzed and debated that will allow the student to delve into some types of tourism (generic and specific) and address related issues.

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 understanding and applying this concept. The importance of technology in the digital transformation of the tourism sector will also be discussed.

### Main goals

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

- In relation to the tourist product:
  - Understand the basic principles of tourism production
  - Recognize the importance of 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
  - Know which actors are the protagonists of this development
  - Understand the impacts that these products currently generate
- In relation to the diversity of tourist products:

Differentiate products based on the resources that facilitate their creation and development  
See its characteristics and implications at the economic, social and environmental level.

- Acquire knowledge and skills for your career:  
Know the great variety of tourist products that the sector offers today and be able to apply this knowledge in the professional environment (company, administration, academy)  
Develop a critical capacity in relation to the creation of products and their subsequent management, promoting economic, social and environmental sustainability.  
Integrate innovation as a value in the creation, management and marketing 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

1. Introduction to the unit Tourism Products
2. Nature and characteristics of tourism products
3. Type of tourism products
4. The need to know (market tendencies and demand, existing supply, stakeholders, public administration, non for profit organisations, etc.)
5. Cross-cutting European Union priorities: Environment and Gender balance, inclusion, diversity and representativeness
6. How to apply the Sustainable Development Goals (United Nations) to the design of tourism products?
7. How tourism products are structured and ready to be commercialised?
8. Innovation and creativity applied to the development of tourism products. The use of technologies to develop new tourism products

## Methodology

Language: English

### Methodology

The teaching methodology to be used will be based on continuous assessment and will be a combination of theoretical classes, practical independent work, research and participation in debates related to the subject.

Note: 15 minutes of a class will be reserved, within the calendar established by the center / degree, for the completion by the students of the surveys of evaluation of the performance of the teaching staff and of evaluation of the subject. / module

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
Type: Directed			
Case studies solving	11	0.44	1, 2, 3, 12, 8, 11, 10
Theoretical class	32	1.28	3, 12, 8, 11, 10

Type: Supervised

Tutoring	2	0.08	6, 15
Type: Autonomous			
Homework	40	1.6	2, 3, 6, 12, 8, 11, 10, 14, 15, 18
Individual learning	60	2.4	1, 2, 3, 6, 12, 8, 11, 10, 15, 16, 18

## Assessment

Evaluation system

### Continuous assessment

Exercise 1

Name: Technical sheet

Total weight: 20% (out of 100)

Exercise 2

Name: Tourism products, opportunities and challenges for the future

Total weight: 30% (out of 100)

Exercise 3

Name: Define your tourism product

Total weight: 35% (out of 100)

Participation in the course

Total weight: 15% (out of 100)

### Single evaluation

The final exam will include three parts:

Part 1: Quiz (15%)

Part 2: Short questions (40%)

Part 3: Long questions (45%)

### Re-evaluation

Only those students who have taken the Single Assessment and have obtained a grade between 3.5-4.9 will be able to access this option.

The re-evaluation exam will include three parts:

Part 1: Quiz (15%)

Part 2: Short questions (40%)

Part 3: Long questions (45%)

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class activities	15%	0.5	0.02	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18
Exercise 1	20%	1.5	0.06	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 18
Exercise 2 / Presentation	30%	1.5	0.06	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18
Exercise 3	35%	1.5	0.06	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18

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United Nations Sustainable Development Goals: <https://sdgs.un.org/goals>

United National World Tourism Organisation (UNWTO): <https://www.unwto.org/>

World Travel and Tourism Council (WTTC): <https://wtcc.org/>

## Software

No software knowledge requirements