

Degree	Type	Year
2500894 Tourism	OT	4

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

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 (SDG) from 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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case studies solving	11	0.44	1, 2, 3, 8, 10, 11, 12
Theoretical class	32	1.28	3, 8, 10, 11, 12
Type: Supervised			
Tutoring	2	0.08	6, 15
Type: Autonomous			
Homework	40	1.6	2, 3, 6, 8, 10, 11, 12, 14, 15, 18
Individual learning	60	2.4	1, 2, 3, 6, 8, 10, 11, 12, 15, 16, 18

The teaching methodology is based on continuous evaluation, combining theoretical content, practical in-class activities, research and analysis, presentations and reports. Assistance and participation in class during the semester will also be assessed.

Unit structure

Each session will be composed of:

- 1 hour theory
- 2 hours practice

Guest speakers

1 to 2 guest speakers' experts in the field, from the industry and/or the public administration.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation	15%	0.5	0.02	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18
Assessment 1 (individual): Factsheet	20%	1.5	0.06	1, 4, 5, 6, 7, 8, 9, 10, 12, 14, 16
Assessment 2 Presentation (group): Tourism products, opportunities and challenges	30%	1.5	0.06	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18
Assessment 3 Report (group): Define your tourism product project	35%	1.5	0.06	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18

The evaluation of this unit is continuous and is composed of three assessments (one individual and two in small groups) and the participation and assistance in class.

To pass the continuous evaluation, students need to reach a minimum of 3.5 out of 10 in each of the three assessments. Otherwise, students will have to do the final evaluation at the end of the semester.

Final evaluation

The final evaluation will be composed of three parts:

- Part 1: Quiz (20%)
- Part 2: Short questions (30%)
- Part 3: Long questions (50%)

Re evaluation

The re-evaluation exam will be composed of three parts:

- Part 1: Quiz (20%)
- Part 2: Short questions (30%)
- Part 3: Long questions (50%)

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Software

No software knowledge requirements

Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed

PROVISIONAL