

Degree programme	Type	Course
Tourism	OP	4

Contact lecturer

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Prerequisites

There are no prerequisites to enrol.

Group languages

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

Objectives

The course aims to equip the fourth-year students of the Degree in Tourism with analytical and critical thinking about the current trends in tourism 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 and increase their market quota.

At the end of the course the student should be able to:

- Analyze the new trends applied to tourism and know what would be the most appropriate to implement in each case.
- Teamwork.
- Develop an ability to learn independently.
- Ability to self-assess the knowledge acquired.
- Working with communication techniques and new technologies at all levels.
- Develop critical thinking.
- Keep updated about current trends in the tourism sector

Learning outcomes

1. Develop a capacity for independent learning.
2. Use communication techniques at all levels.
3. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
4. Plan, organise and coordinate a work team, creating synergies and showing empathy.
5. Work in a team.
6. Plan and manage activities on the basis of quality and sustainability.
7. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
8. Behave responsibly towards the environment.
9. Manage human resources in tourism organisations.
10. Behave ethically and adapt to different intercultural contexts.
11. Display a customer service orientation.

12. Identify the sources of new trends in the tourism sector.
13. Argue in favour of good practice and the newest trends and approaches in the face of the challenges posed by tourism development.
14. Keep pace with the latest outstanding initiatives, projects and businesses in tourism as inspiration for maintaining an entrepreneurial spirit.
15. Apply the different management and planning tools that help to drive the development of the tourism sector.
16. Identify the latest trends and best practice, in order to innovate in planning, management and commercialisation in tourism entities, products and organisations.
17. Extrapolate from studies and presentations of real cases in the tourism sector.

Contents

Unit 1: New trends in the tourism sector

Unit 2: Travel blogs and travel bloggers

Unit 3: Introduction to Revenue Management

Unit 4: Tourist packages design and creation

Unit 5: Technologies applied to tourism

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Lectures	20	0.8	3, 4, 6, 9, 12, 13, 14, 15, 16, 17
Practice classes	7	0.28	2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17
Tutoring	14	0.56	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17
Practice cases and exercises resolution	32	1.28	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17
Study	32	1.28	1, 2, 6, 8, 10, 11, 12, 14, 15, 16, 17
Assignment preparation	30	1.2	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13, 14, 15, 16, 17

Teaching language:

Degree in tourism: English

Degree in tourism in English: English

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. This practice methodology can include also the participation in a live project (develop consultant activities for external companies to solve one specific question).

c) Seminars, conferences and / or company visits held by professionals of tourism.

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	Weight	Hours	ECTS	Learning outcomes
New trends activities	12 % of final mark	3	0.12	1, 2, 4, 5, 7, 8, 9, 10, 12, 13, 14, 16, 17
Technologies applied to tourism industry activities	12% of final mark	3	0.12	1, 2, 4, 5, 6, 7, 8, 10, 11, 12, 13, 15, 17
Continuous assessment exam	40% of final mark	1	0.04	2, 3, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17
Tourist packages activities	16% of final mark	3	0.12	1, 2, 3, 5, 6, 7, 11, 12, 14, 15, 16, 17
Revenue management activities	10% final mark	2	0.08	1, 2, 4, 5, 7, 8, 11, 12, 13, 16, 17
Travel blog activities	10% of final mark	3	0.12	3, 4, 5, 6, 7, 13, 15, 16, 17

The evaluation of the subject consists of two different assessment models:

Continuous evaluation. Continuous evaluation consists of the following system:

a) The completion of a test on the last day of class to validate the knowledge acquired through all the practical activities of the subject, which will count for 40% of the final grade and will also include the theoretical content covered in lectures.

b) The completion of various practical activities in the classroom and outside the classroom related to the theoretical content studied in class, which will count for 60% of the final grade (12% for activities in themes 1 and 2, 10% for activities in themes 3 and 5, and 16% for activities in theme 4). Proper formal presentation and careful execution will be assessed.

Final evaluation. The final evaluation will consist of the following assessments:

a) The completion of a dossier with activities related to the 5 themes of the subject, which will count for 60% of the final grade (12% for activities in themes 1 and 2, 10% for activities in themes 3 and 5, and 16% for activities in theme 4).

b) The completion of an exam, which will count for 40% of the final grade.

"The re-evaluation of the subject through the final evaluation will follow the same process as for the rest of the students, and to participate in the re-evaluation, it will be necessary to have obtained a minimum grade of 3.5 in the set of evidence that constitutes the final evaluation."

Re-evaluation. Those students who have not passed the subject in the final evaluation session and have obtained a final grade higher than 3.5 will have the right to take the re-evaluation exam. The maximum grade that the student can achieve in this session is 5.

*The grade for the subject will be **NOT EVALUABLE** when the student attends less than half of the assessment activities and/or does not attend the final exam.*

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

This subject allows the use of AI technologies exclusively for support tasks such as bibliographic or content-based searches, text correction or translations. The student must clearly (i) identify which parts have been generated using AI technology; (ii) specify the tools used; and (iii) include a critical reflection on how these have influenced the process and outcome of the activity. Lack of transparency regarding the use of AI in the assessed activity will be considered academic dishonesty; the corresponding grade may be lowered, or the work may even be awarded a zero. In cases of greater infringement, more serious action may be taken.

Bibliography

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7 Of 2024's Most Surprising Travel Trends

<https://www.forbes.com/sites/wendyaltschuler/2024/02/21/the-hottesttravel-trends-that-will-surprise-you/?sh=69d>

The biggest travel trends for 2024 <https://www.cntraveler.com/story/travel-trends-2024>

Other supporting material (articles & news) will be facilitated through virtual campus

Software

No specific software is used

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed