Code-Course	063505 – Tourism Project Management		
Year	3rd	Credits	4,5 ECTS
Thematic Area	Tourism and Culture	Course Type	Core subject
In-class hours	36 hours	Teacher-led learning hours	36 hours	Individual work hours	40,5 hours

BRIEF COURSE DESCRIPTION

Nowadays, any organization, when facing a challenge in order to improve or attain some precise goal does it through the implementation of a project. A project means the identification of a set of goals or objectives, the plan of a pool of resources to attain them, and the ulterior evaluation of the effort done in a precise time frame. Project management, even if it has its origins rooted in more technical disciplines, also has found its place in the service-oriented companies, also in the ones in the touristic sector.

The concept of the subject is to show the students everything that implies the process of managing a touristic project from a practical point of view, in a way that they are able to apply and develop in a precise and realistic framework the knowledge acquired throughout the degree. Several tools and techniques will be studied, ones that contribute to a correct plan of a project, as well as the key processes that intervene.

The competences developed throughout the course will allow the student to develop highly required skills in the contemporary moment of unprecedented change. Managing a project implies thinking critically and out of the box. It also requires people management skills to coordinate the team towards a common goal. Finally, it will imply the student to be flexible and adaptable to the challenges faced on the way, cause no project is identical to another.

Over a theoretical introductory base the student will be compelled, in a project team, to design and implement a project, in a way that all the stages that integrate the process of a project are put into practice. A tutored monitoring of the team work will take place, from the beginning to the end of the process, where the teams will publicly present their projects.

BASIC SKILLS

BS03–Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS02-Have business vision.
GS03- Have initiative and an entrepreneurial spirit.
GS06-Be customer-oriented.
GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.
GS09- Work in an international context.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.
SS10- Market tourism products, services, and projects.

LEARNING OBJECTIVES

1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. To deepen in the content of the main regulatory norms of the tourist activities linked to this matter.
3. Know the processes of planning and organizing events and major events such as fairs and conferences.
4. Know and identify the new tendencies in the practice of tourist activities.
5. Know instruments and mechanisms for obtaining financial resources.
6. Develop skills related to the planning, organization and management of the operation of tourist establishments.
7. Manage the phases of the opening of tourist establishments (obligations of the property and obligations of the manager).
8. Develop skills related to innovation and creativity for the creation of tourism products and services.

ACADEMIC CONTENTS

Unit 1 – Introduction to Project management

1.1 Definition of "Project"

1.2. Project Management

1.3. Goals of Project Management

1.4. Key processes in Project Management

1.5. Stages in Project Management

1.6. Projects in the touristic sector

1.7. Project Management Methods (Waterfall, Agile, Kanban, etc.)

Unit 2 – The main characters intervening in a project

2.1. Project team

2.2. Project leader

2.3. The clients

2.4. The stakeholders

2.5. The sponsors

Unit 3 – Research and conceptualization

3.1. Information collection

3.2. SWOT analysis in Project Management

3.3. Other common analysis techniques

Unit 4 – Design of a project

4.1. Goal structure

4.2. Creativity techniques

4.3. Business Model Canvas and MK Mix in Project Management

Unit 5 – Design of measurable indicators

5.1. Defining "Indicator"

5.2. The variable or parameter of the indicator

5.3. Building an indicator

Unit 6 – Planning a project

6.1. Work Breakdown Structure or WBS

6.2. Techniques to improve efficiency

6.3. Solving planning conflicts

6.4. Duration appraisal

6.5. Plan with computer tools (Project Libre)

Unit 7 – Implementing a project

7.1. Team interactions when implementing

7.2. Prototyping

7.3. Adapting to changes

7.4. Correction of deviations

7.5. Monitoring with computer tools

7.6. Implementing in an agile environment

Unit 8 – Subject's final practice (tutored)

8.1. Design of a project MVP (Minimum Viable Version)

8.2. Self-evaluation of the MVP

Unit 9 – Presentation of the projects

9.1. Building a 'deck'

9.2. Transforming a 'deck' into a pitch presentation

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Active participation	Individual	10 %	0 %	Throughout the semester
Final project management	Group	50 %	60 %	From week 2 until the end
Individual Final Exam	Individual	40 %	40 %	Exam week
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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