



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

| | | | |
|----------------|-------------------------------------|--------------------------|-----------------|
| Code-Course | 063505 - Tourism project management | | |
| Year | 3º | Credits | 4,5 cr ECTS |
| In-class hours | 45 hours | Hours of individual work | 68 hours |
| Thematic Area | Tourism and Culture | Course Type | Core Subject |

BRIEF COURSE DESCRIPTION

A project involves the identification of goals and challenges, the planning of resources to meet and face them, and the subsequent evaluation of the tasks carried out over a specific time frame. Project management is important in the context of service companies and, of course in tourism.

The basic idea of this subject is to show every step involved in the process of managing a tourism project from a practical point of view, so that the knowledge acquired throughout in the subject can be applied and developed in a realistic context. Various tools that contribute to the correct planning of the project management and the key processes involved, will be studied.

With this course, students will be able to acquire the knowledge and skills that will enable them to be part of, direct or lead working teams responsible for developing the tasks of managing a project.

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

GS06- Be customer-oriented.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.



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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 METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- 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.