



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540004 – Instruments of tourism Organization and management		
Course year	1	Credits	6 ECST
Thematic Area	Innovation	Course type	Compulsory
In-class hours	42 hours	Hours of individual work	108 hores

BRIEF COURSE DESCRIPTION

The emergence of innovative products and activities based on urban, cultural and wine and food tourism, able to generate distinguishing sustainable development, demand optimum dedication from the local and regional administrations in terms of planning and management.

On this basis, the course *Instruments of Tourism Organization and Management* aims at presenting the main stakeholders-both public and private- and raise students' awareness of their role in implementing policies for these purposes.

Moreover, the course also has the objective to identify and know the different elements and tools existing in the tourism space, which have been designed to and focused on ensuring visitors' maximum comfort and satisfaction during their stay.

GENERAL SKILLS

GS2 - Teamwork

GS5 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS6 – Analyze and evaluate the tourism potential of cultural, food and territorial resources when designing innovative products, services and projects.



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SS7 – Plan and develop sales and communication strategies and actions for tourism projects.

ACADEMIC CONTENT

1. Tools and instruments of destination tourism management.

- 1.1. In-destination customer care and reception systems.
- 1.2. Deployment of improved visitor reception techniques.

2. Planning and organization policies in the tourism sector.

- 2.1. Liberalization of services and new trends in tourism.
- 2.2. Planning in the tourism sector.
- 2.3. Models of development and tourism management.

LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group activities and discussions.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



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Evaluation systems	Continuous	Single
Activity 1 (group)	40 %	---
Activity 2 (individual)	60%	60%
Activity 3 (individual)	---	40%

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

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