



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## SYLLABUS

### Master of Tourism innovation Management

Code - Course	540005 – Transfer and application of innovation		
Course year	1	Credits	12 ECST
Thematic Area	Transfer and application of innovation	Course type	Optional
In-class hours	300 hours	Hours of individual work	54 hores

#### BRIEF COURSE DESCRIPTION

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The main objective of this course is to allow students to widen and gain further experience of practical applicability in the environment of the tourism activity.

#### BASIC SKILLS

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BS6 – Have and understand knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

#### GENERAL SKILLS

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GS2 - Teamwork

GS3 - Have initiative and an entrepreneurial spirit

#### SPECIFIC SKILLS

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SS3 – Develop and apply innovative methods and instruments of territorial planning, tourism destination management and tourism spaces management.

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

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

SS9 – Identify and develop innovative culinary applications.

SS10 – Develop new restaurant offers.

SS11 – Analyze and apply information and communication technologies in the different fields within the tourism industry.

### ACADEMIC CONTENT

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The practicum is articulated around four core areas:

- Building a professional identity.
- Specific duties performed by the tourism business manager.
- Specific skills for the tourism business manager.
- Innovation in tourism business management.

These contents are defined with respect to the reality of the hands-on training company the student has been assigned to. Together with the collaborative education agreement, an individualized program is attached, with specifications on the tasks and duties to be performed by the student.

### LEARNING METHODOLOGY

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The learning strategies for this subject focus on the placement of students in a professional real environment where they have the opportunity to practice an array of activities and responsibilities related to the workplace and the tourism organization where students will do their internship. In this real context the trainees will be able to develop both transversal and specific competencies and apply them in real, non-simulated situations.

The internship tutor guides, corrects and assists them to develop the agreed internship program. The relationships established between the trainee and the rest of professionals in the hands-on training company allow the student to develop teamwork competencies, to stimulate their initiative and put into practice the skills specific to the professional profile.



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The course features an associated training program with the tasks, competencies and learning outcomes students have to achieve at the end of the internship; students evaluate their own experience at the company and the company evaluates the trainees' performance. The university is responsible –through the E3 tutor- for ensuring the monitoring and final evaluation of students' internship.

#### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the specific competencies of the course in hand. Given the particular nature of this course, students can only opt for the continuous assessment.

This assessment system consists of the evaluation of the teaching-learning process focusing on the continuous monitoring of the student's performance and the acquisition of the learning objectives along the course and based on the evaluation done by the company tutor at the end of the practicum period.

#### **Review and Reassessment of the Course**

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

#### REFERENCES

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