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UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540007 – Master final project		
Course year	1	Credits	3 ECST
Thematic Area	Master final project	Course type	Compulsory
In-class hours	15 hours	Hours of individual work	285 hours

BRIEF COURSE DESCRIPTION

The *Master Final Project* (MFP) course has an integrative character that brings together the set of competencies students have developed in their training along the course.

The MFP is a useful, effective training tool where students must prove not only the acquisition of knowledge but also the creativity and ability to make decisions (ranging from the selection of the project topic to the outline of forward-looking strategies); at the same time the project becomes a means of research and a tool to increase the knowledge about the tourism sector. The author (s) of the project must show their ability to identify situations (business opportunities, problems, etc.), search reference sources, collect data and records so as to finally propose ways to develop and / or improve the project-related issues, meet the research objectives and answer the hypothesis posed.

BASIC SKILLS

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.

BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows for the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.

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.

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.



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GENERAL SKILLS

GS0 – Effective public speaking

GS2 - Teamwork

GS3 - Have initiative and an entrepreneurial spirit

GS4 - Have a commitment to ethics

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

GS6 – Apply communication technology for effective transmission of ideas, opinions, knowledge, etc.

SPECIFIC SKILLS

SS0 - Master the foundations of and apply scientific methodology to tourism research

SS5 – Know the most innovative policies and organizational systems for a good governance to make tourism destinations more competitive.

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

SS8 – Master the foundations and technics of heritage education and apply them to tourism.

SS9 – Identify and develop innovative culinary applications.

SS12 – Transform and add value to ideas and knowledge for the customer generating sustainable results for tourism organizations and society.

ACADEMIC CONTENT

1. An introduction to the Master Final Project: typologies, processes, initial considerations, relevant practical issues.
2. An approach to research.
3. Information sources.



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4. Research problem formulation and research contents: objectives, hypothesis, theoretical framework, state of the art / current situation analysis.
5. Execution and closure of the investigation methodology / work plan, results and conclusions.
6. The research paper structure.
7. The project defense.

LEARNING METHODOLOGY

Due to the specific nature of this course, the learning methodology of the Master Final Project consists of the development of the research project itself (setting objectives, theoretical framework and state of the art / analysis of current situation, methodology / work plan, project development, results and conclusions). Moreover continuous staged monitoring is provided by the tutor, who guides and advises students for the correct development of their projects. The tutor's role is to ensure optimum achievement of the aforementioned objectives and competencies.

However, some specific sessions are scheduled along the course in order to help students understand the bases of research and Project development.

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.



Evaluation systems	Continuous	Single
Project report	55%	---
Academic article	20%	---
Defense	15%	---
Project development process	10%	---

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

American Psychological Association (2010). *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Genescà, G. y Rigo, A. (2002). *Cómo presentar una tesis y trabajos de investigación*. Barcelona: EumoOctaedro.

Ruiz, J.I., Aristegui, I. y Melgos, L. (2002). *Cómo elaborar un proyecto de investigación social*. Bilbao: ICE-Universidad de Deusto.



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Walker, M. (2000). *Cómo escribir trabajos de investigación*. Barcelona: Editorial Gedisa.