



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590022 – Corporate Social responsibility in Tourism		
Course year	1	Credits	3 ECST
Thematic Area	Customer experience	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

In this subject, an approach is made to the synergies between the development of Corporate Social Responsibility (CSR) in tourism and the generation of value in tourism activities. From the identification of the dimensions of CSR and of the interest groups participating in tourism, it is shown how CSR contributes to the creation of sustainable tourism products and the generation of value for tourists. Likewise, the tourism business models that incorporate the development of CSR as a competitiveness and sustainability strategy are identified.

GENERAL SKILLS

SG5 - Undertake innovative and creative projects.

SPECIFIC SKILLS

SE2 - Design and implement commercial and communication strategies that respond to new emerging business opportunities in the sector.

ACADEMIC CONTENT

1. Understand the concept of CSR as an opportunity for sustainable development of tourism companies and activities.
2. Know the different areas of development of the concept of responsibility in tourism companies.



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3. Identify the instruments for the implementation, measurement and continuous improvement of CSR in the tourism sector.

4. Implement customer loyalty strategies based on CSR as a differentiating element.

LEARNING METHODOLOGY

The subject will be based on face-to-face work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies are carried out that use to contextualize the concepts covered in each topic. The active participation of the students will be essential for the follow-up of the subjects.

The course is taught by a team of active teachers and professionals from the fields related to social responsibility and sustainable development in tourism, as well as coordinators responsible for the subjects, with the main function of stimulating the training process, ensuring monitoring and optimal use of the course.

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



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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
Tasks done by the student	55 %	60 %
Individual final exam	40 %	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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