

Subject Study guide “Tourism Products”

1. IDENTIFICATION

- ✓ **Subject name: Tourism Products**
- ✓ **Code: 101235**
- ✓ **Degree: Bachelor’s Degree in Tourism**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Optative**
- ✓ **ECTS Credits (hours): 6 (150)**
- ✓ **Teaching period: 1st semester, 4th year**
- ✓ **Teaching language: English**
- ✓ **Teachers: Mònica Molina**
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2. PRESENTATION

The course has the aim to place the student in the tourism product creation process, from an eminently practical approach, based on the analysis of case studies. During the quarter we will have the presentation of practical cases from the hand of tourism stakeholders, which will allow the student to go more in depth into some specific types of tourism and address relative issues of it.

The course begins with the creation of the tourism product, analyzing the resource and the experience. We'll examine two key concepts in the product creation: accessibility and sustainability.

The second part of the course is dedicated to examining the tourism products based on natural resources, while the third part will focus on tourism products based on cultural resources.

The last part will be focused to analyze the relation between tourism, heritage and the impact of new technologies.

3. EDUCATIONAL GOALS

The student at the end of the course should be able to:

- *In relation to the tourist product:*
 - Understand the basic principles of tourism
 - Know the creation of the tourist product. The resource and the experience.
 - Understand the concepts of accessibility and sustainability, and its application in the tourism chain
- *In relation to the diversity of tourism products:*
 - Differentiate those products created based on natural and cultural resources.
 - See its characteristics and implications at an economic, social and environmental level.
- *Acquire knowledge and skills for his/her professional career:*
 - To know the great variety of tourism products that the sector offers today, and to be able to apply this knowledge in the professional environment (company, administration, academy)
 - Develop a critical capacity, in relation to product creation and its subsequent management, that promote economic, social and environmental sustainability.
 - Integrate innovation as a value in the creation, management and marketing of products.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC COMPETENCES AND LEARNING OUTCOMES

CE1. Show that you know and understand the basic principles of tourism

LEARNING OUTCOMES

CE1.7 Identify the bases that lead to the creation of new trends in the tourism sector

CE10 Arguing critically from the different perspectives theoretical, ideological and good practices, the reality that surrounds the tourism sector.

LEARNING OUTCOMES

CE10.3 Discuss best practices, trends and current approaches in front of the challenges that the development of tourism entails

CE11 Have initiative and enterprising spirit to create and manage companies and products of the tourism sector

LEARNING OUTCOMES

CE11.4 Distinguish the most relevant and current initiatives, tourism projects and businesses in order to promote the entrepreneurial spirit in the creation and improvement of tourist companies and products

CE13. Propose alternative and creative solutions to possible problems in the field of management, planning, business and tourism products

LEARNING OUTCOMES

CE13.8 Apply the different management and planning tools that allow to boost the development of the tourism sector

CE14 Innovate both in tourism planning and marketing and in the management of tourism organizations

LEARNING OUTCOMES

CE14.1 Identify the most current trends and best practices to innovate in the planning and commercialization of tourism entities, products and organizations.

CE16. Show that you know the evolution of various tourism models to select the most suitable and apply it in the current environment

LEARNING OUTCOMES

CE16.3 Extrapolate experiences and exposition from real cases of the tourism sector.

TRANSVERSAL COMPETENCES

CT1. Develop the ability to learn autonomously

CT4. Manage communication techniques at all levels

CT5. Make decisions in contexts of uncertainty, as well as being able to assess and anticipate the consequences of these decisions in the short, medium and long term

CT6. Plan, organize and coordinate teamwork, creating synergies and knowing how to place yourself in the place of others.

CT7. Manage human resources in tourism organizations

CT8. Demonstrate ethical behavior and adaptation to different intercultural contexts

CT9. Demonstrate responsible behavior with the environment

CT10. Teamwork

CT11. Plan and manage activities based on quality and sustainability

CT12. Have customer service guidance

CT13. Have business vision, grasp the needs of the client and move forward to possible changes in the environment

5. TOPIC AND CONTENT

1. THE TOURISM PRODUCT. RESOURCES AND EXPERIENCES

- 1.1. The resource and the attraction
- 1.2. The tourist experience
- 1.3. The accessibility
- 1.4. The sustainability

2. TOURISM PRODUCTS BASED ON NATURAL RESOURCES

- 2.1. Sun and Beach Tourism
- 2.2. Nature Tourism and Adventure Tourism
- 2.3. Rural Tourism
- 2.4. Cruise Tourism
- 2.5. Sports Tourism and Nautical Tourism

3. TOURISM PRODUCTS BASED ON CULTURAL RESOURCES

- 3.1. Cultural Tourism
- 3.2. Cultural and Natural World Heritage Sites
- 3.3. Tourism-Specific Products
- 3.4. Wine Tourism
- 3.5. Gastronomy Tourism
- 3.6. Tourism-Mixed Products

4. TOURISM, HERITAGE AND NEW TECHNOLOGIES

- 4.1. Cultural Tourism, museums and ICT
- 4.2. Urban Tourism and Smart Cities

6. RECOMMENDED BIBLIOGRAPHY

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- Cusin J. and Passebois-Ducros J. (2015). Appropriate persistence in a project: The case of the Wine Culture and Tourism Center in Bordeaux. *European Management Journal* Vol 33- 5, pp 341-353

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- Palomeque F.L. (2015). *Barcelona, from city with tourism to tourist city. Notes on a complex and unfinished process*. Documents d'Anàlisi Geogràfica. Vol : 613 pp : 483-506
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- Prieto, J. (2015) *Cultural Tourism: Espanyol case. International Journal of Scientific Management and Tourism*. Vol.2, pp 95-114,
- Richards G. (2001) *Cultural attractions and European tourism*. Ed. CABI

7. TEACHING METHODOLOGY

The course is organized in theory lectures, self - learning and participation in public debates. Additionally, to have a good understanding of the topics of each lesson, students are required to prepare assigned readings before attending class. In this sense, active participation will be a must and each student will be encouraged to ask questions and contribute to classroom discussion.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Directed			
Theoretical Classes	24	0.96	CE1.7., CE2.6., CE10.3., CE11.4., CE13.8., CE14.1., CE16.3.
Practical exercise resolution	12	0.48	CE16.3.
Debates	6	0.24	CE1.7., CE10.3., CE11.4., CE13.8., CE14.1., CE16.3.
Supervised			
Academic Tutoring	12	0.48	CT1, CT6
Autonomous			
Practical exercise preparation	24	0.96	CE16.3.
Individual study and practical sessions	24	0.96	CE1.7., CE10.3., CE11.4., CE13.8., CE14.1., CE16.3.
Self study	48	1.92	CE1.7., CE10.3., CE11.4., CE13.8., CE14.1., CE16.3.
TOTAL	150	6	

8. ASSESSMENT SYSTEMS

The evaluation of the course will be based on one part on the master classes and on the other on practical exercises and debates:

- Two partial exams each count **35%** of the final grade.
- Three debates based on the presentation of practical cases from the tourism sector. Public participation and subsequent delivery of a paper of conclusions of each debate will count **10%**.

In order to follow the continuous assessment the student must complete the two partial exams, attend all three debates and submit the summaries.

If the final grade does not reach a minimum of 4 out of 10, the student must take the final exam of the subject.

In any case, there will always be the possibility of making the final exam of the subject, in case of not passing the continuous assessment or not having been able to do it for any reason. Therefore, the failure to comply with the deliveries or to suspend the continuous assessment does not invalidate the option to take the final exam.

Only those students who present the final evaluation and obtain a grade equal or greater than 3.5 but less than 5.0 are allowed to present the re-evaluation. The highest mark of reevaluation is 5.0.

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Partial exam 1	35 %	1,5	0.06	CE1.7, CE11.4, CE13.8, CE14.1, CE16.3
Partial exam 2	35 %	1,5	0.06	CE1.7, CE2.6, CE10.3, CE11.4, CE13.8, CE14.1
Public Debate 1	10 %	10	0.40	CE1.7, CE11.4, CE13.8, CE14.1, CE16.3
Public Debate 2	10 %	10	0.40	CE1.7, CE2.6, CE10.3, CE11.4, CE13.8, CE14.1
Public Debate 3	10 %	10	0.40	CE1.7, CE2.6, CE10.3, CE11.4, CE13.8, CE14.1

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	1 : The resource and the attraction . The tourist experience	Theoretical Class	3
		Autonomous Activities	1
2	2: Accessibility. Theoretical-practical approach	Theoretical Class	3
		Autonomous Activities	1
3	3: Sustainability <i>Public debate 1</i>	Theoretical Class	3
		Autonomous Activities	1
4	4: Sun and Beach Tourism 5: Nature Tourism. Adventure Tourism	Theoretical Class	3
		Autonomous Activities	1
5	7: Rural Tourism , Ecotourism and Agrotourism	Theoretical class	3
		Autonomous Activities	1
6	8: Cruise Tourism 9: Sports Tourism and Nautical Tourism <i>Public Debate 2</i>	Theoretical Class	3
		Autonomous Activities	1
7	FIRST PARTIAL EXAM		
			1,5
8	10: The Cultural Tourism. 11: Cultural and Natural World Heritage Sites 12 : Tourism-Specific Products	Theoretical class	3
		Activities Autonomous	1
9	13: Wine Tourism 14: Gastronomy Tourism	Theoretical Class	3
		Autonomous Activities	1
10	16: Tourism-Specific Products 17: Tourism-Mixed Products <i>Public Debate 3</i>	Theoretical Class	3
		Autonomous Activities	1
11	18: Cultural Tourism , Museums and ICT	Theoretical Class	3
		Autonomous Activities	1
12	19: Industrial Tourism	Theoretical Class	3
		Autonomous Activities	1
13	20: Urban Tourism and Smart Cities	Theoretical Class	3
		Autonomous Activities	1
14	SECOND PARTIAL EXAM		1,5

10. ENTREPRENEURSHIP AND INNOVATION

Entrepreneurship and innovation aim to be two axes of this subject. Value will be given to the student-teacher interaction to illustrate the master classes. On the other hand, we want to bring the student closer to the reality of the tourism sector, through public debates and discussions with representatives from the industry. They'll illustrate them on a specific type of tourism, or focus their attention in a specific tourist dilemma.