Subject Study guide "Tourism Topics"

1. IDENTIFICATION

- ✓ **Subject name:** Tourism Topics
- ✓ **Code:** 103757
- ✓ **Degree:** Degree in Hotel Management
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Optional
- ✓ **ECTS Credits (hours):** 6 ECTS (150 hours)
- ✓ **Teaching period:** 4th-Year/ 2nd Semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Carme Ruiz
- ✓ **Email:** carmen.ruizA@uab.cat

2. PRESENTATION

The course aims to equip the fourth year of the Degree in Hotel Management students with analytical and critical thinking about the excellence and the most suitable business practices to be implemented in the different types of tourism companies and independent professionals to differentiate themselves from competitors.

3. EDUCATIONAL GOALS

At the end of the course the student should be able to:

1. Analyze the new technologies applied to tourism and know what would be the most appropriate to implement in each case.
2. Teamwork.
3. Develop an ability to learn independently.
4. Ability to self-assess the knowledge acquired.
5. Working with communication techniques and new technologies at all levels.
6. Develop critical thinking.
7. Know the companies that are recognized for excellence within the sector.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC SKILLS

CE12. Define and apply the commercial objectives, strategies and politics in the hotel and restoration companies.

> LEARNING OUTCOMES
>
> CE12.4. Apply the commercial politic in the hotel companies based on their distinctive characteristics.

CE17. Show the knowledge about the dynamic and evolutionary character of the hotel and restoration industry and the new leisure society.

CE25. Demonstrate that understand the relationship and the impact of the information systems in the hotel and restoration companies' management processes.

> LEARNING OUTCOMES
>
> CE25.3. Study and adapt the generic and specific computerized information systems to the hotel companies.

CE32. Elaborate marketing and promotion plans for the hotel companies, especially in the online marketing field.

> LEARNING OUTCOMES
>
> CE32.6. Introduce and detail specific marketing and promotion plans for hotel companies, including the online channels.

CE33. Develop and apply internationalization and sustainable growing politics in the hotel market companies.

> LEARNING OUTCOMES
>
> CE33.3. Identify and apply the basic strategic elements in the internationalization process of the activities and the hotel market companies.

TRANSVERSAL SKILLS

CT1. Develop an ability to learn independently.

CT4. Use communication skills at all levels.

CT9. Demonstrate responsible behavior in the social relations, and know how to adapt in different intercultural contexts.

CT10. Demonstrate a responsible behavior with the natural, social and cultural environment.

CT11. Time organization and time management.

CT12. Teamwork.

CT13. Plan and manage activities based on the quality and sustainability.

CT14. Having customer service orientation.

CT15. Business vision, capture customer needs and anticipate possible changes in the environment.

CT16. Analyze, synthetize and information evaluation

5. TOPIC AND CONTENT

Unit 1: New trends in tourism sector

     1.1. Products

     1.2. Market segments

     1.3. Destinations

Unit 2: Travel blogs and travel bloggers

Unit 3: Revenue Management

Unit 4: Tourist packages design and creation

Unit 5: New technologies applied to tourism market:

     5.1. Metasearchers

     5.2. Mobile phones: tailored designs and apps

     5.3. Big Data

     5.4. Smart cities and smart tourism

     5.5. Hotel market ICT innovations

6. RECOMMENDED BIBLIOGRAPHY

De Pablo Redondo, R. (2004). Las nuevas tecnologías aplicadas al turismo. Editorial Centro de Estudios Ramón Areces, Madrid.

Gretzel, U. & Xiang, Z. (2010). Role of social media in online travel information search. Tourism management 31, p. 179-188. Elsevier Ltd, Great Britain.

Larsen, J., Urry, J. & Axhausen, K.W. (2006). Networks and tourism: Mobile Social Life. Annals of Tourism Research, Vol. 34, nº 1, pp. 244-262. Elsevier Ltd, Great Britain.

Mangold, W. G. & Faulds, D. J. (2009) Social Media: The new hybrid element of the promotion mix. Kelly School of Business, Indiana University. Available online at www.sciencedirect.com

Supporting material in digital format and web links offered on the Virtual Campus.

Webgraphy:

http://www.tnooz.com/article/fifteen-of-the-best-social-media-campaigns-in-travel-so-far/
http://www.travelandleisure.com/smittys-2013
http://springnest.com/blog/social-media-travel-marketing/
http://www.tourism.australia.com/industry-advice/using-social-media.aspx
http://www.blogtrw.com/en/
www.sitefinity.com
http://www.discoverhongkong.com/eng/plan-your-trip/travel-kit/mobile-apps.jsp
http://wearedata.watchdogs.com/

7. TEACHING METHODOLOGY

The course operates on three methodologies of teaching and learning:

a) Theoretical Methodology: face-master class explanations for to the different syllabus items that help the student to develop a practical methodology.

b) Practice methodology: Research case studies to be shared and debated by students, test and learning operation of different technological tools explained in class.

c) Seminars, conferences and / or company visits held by professionals of tourism.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures	25	1	CE12.4, CE25.3, CE32.6, CE 33.3
Solving Problems	40	1,6	CE12.4, CE25.3, CE32.6, CE 33.3
Type: Supervised			.
Tutoring	10	0,4	CE12.4, CE25.3, CE32.6, CE 33.3 CE12.4, CE25.3, CE32.6, CE 33.3
Type: Autonomous			
Resolution of practical cases	25	1	CE12.4, CE25.3, CE32.6, CE 33.3.
Preparation of papers	25	1	CE12.4, CE32.6
Preparation portfolio	25	1	CE12.4, CE32.6, CE33.3

8. ASSESSMENT SYSTEMS

The evaluation of the course will be:

Continuous Assessment. The continuous assessment consists of the following system:

a) The performance of a written test to validate the knowledge work during all the practical activities, which will be worth **40% of final grade** and that also will include the theoretical material exposed in class.

b) The performance of different practical activities in and outside the classroom that will be worth a **50% of the final grade** (10% the activities of each unit). A correct formal presentation and an accurate elaboration will be valued.

c) Realization of a portfolio that includes the reading, analysis and opinion about 10 news or articles related with the contents of the subject (2 per unit) that will worth a **10% of final grade.**

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Written test	40 %	3	0,12	CE12.4, CE25.3, CE32.6, CE 33.3
Practical activities	50 %	90	3,6	CE12.4, CE25.3, CE32.6, CE 33.3.
Porfolio	10 %	25	1	CE12.4, CE32.6, CE33.3.

Final exam. There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with specific features (repeaters, mobile students, etc.) and that will worth the **100% of the final grade.**

Re-avaluació. Those students with a final grade between 3,5 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Unit 1	Lecture Practice session Directed Activity	1 2 1
2	Unit 1	Lecture Practice session Directed Activity	1 2 1

3	Unit 1	Lecture	1
		Practice session	2
		Directed Activity	1
4	Unit 2	Lecture	1
		Practice session	2
		Directed Activity	1
5	Unit 2	Lecture	1
		Practice session	2
		Directed Activity	1
6	Unit 2	Lecture	1
		Practice session	2
		Directed Activity	1
7	Unit 3	Lecture	1
		Practice session	2
		Directed Activity	1
8	Unit 3	Lecture	1
		Practice session	2
		Directed Activity	1
9	Unit 3	Lecture	1
		Practice session	2
		Directed Activity	1
10	Unit 3	Lecture	1
		Practice session	2
		Directed Activity	1
11	Unit 4	Lecture	1
		Practice session	2
		Directed Activity	1
12	Unit 4	Lecture	1
		Practice session	2
		Directed Activity	1
13	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1
14	Unit 5	Lecture	1
		Practice session	2
		Directed Activity	1

10. ENTREPRENEURSHIP AND INNOVATION

To encourage entrepreneurship the professor provides students with the necessary tools to analyze the potential applications to be worked on new business ventures in the tourism industry. The classroom activities and the teamwork consolidate the relationship between people who need to provide synergies to achieve the agreed team objectives and then turned into future business projects.

The course provides the student with nowadays and real vision thanks to the studies and researches that must be done in the scheduled activities. Furthermore, the evaluation system has self-assessment and community evaluation as a complement to the professor assessment to engage students and let them know the level reached by the group to train them in the reflection techniques before appropriate approaches or unsatisfactory ones for the success of a business project, whether individual or group.

All works and student's contributions are shared with the rest of classmates to share the created resources and to ensure the creation of authentic information.