

Foundation Year Programme INTRODUCTION TO TOURIST MANAGEMENT

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US

Objectives

This course situates the student in the world of tourism, emphasizing of the importance of tourism for the economy and in society.

At the same time students acquire a sound knowledge of the industry and its components: basic and complementary products and services, clients - recipients, companies, institutions and the knowledge of their main activities, social and environmental factors, as well as their environment and infrastructures.

Requirements

B2 level of English

Learning outcomes

General:

- Develop capacities and strategies for independent learning, including active responsibility for the learning process, developing the ability to self-assess, progress, and manage time
- Improve teamwork skills by adopting a collaborative methodology to complete assignments, projects, and presentations.
- Adapt to working in an international context, understanding the intercultural structure of the class / group and consequently, developing empathy.
- Critically assess the skills and approaches required in different contexts.
- Use different media to support learning, communication, and presentation skills.
- Incorporate feedback and evaluations from teachers and peers to improve learning.

Specific:

- Analyze the operation of destinations, tourist structures and their business subsectors.
- Analyze the economic dimension of tourism from the study of its subsectors, (travel agencies, hotels, restaurants and leisure, consulting, ...).
- Argue from the point of view of the sector and the theoretical perspective, how the tourist sector should be developed.
- Describe the dynamic and evolving nature of tourism and the new leisure society.
- Distinguish and describe projects for tourism development in the different subsectors of the tourism sector.
- Identify the complexity of the tourism sector and its subsectors, as well as the relationship between them and with the rest of the sectors.
- Connect the activities that make up the tourism sector (travel agencies, hotels, restaurants and leisure, consulting,...), and outline their individual components.

Contents

Topic 1: Origin and evolution of tourist activity.

Topic 2: The impact of tourism in Spain and future expectations.

Topic 3: Tourist markets and their conditions. The demand

Unit 4: The offer (I). The product and tourist companies.

Topic 5: The offer (II). The purpose of distribution

Unit 6: The offer (III). Tourism and marketing.

Unit 7: The offer (IV). The quality of tourist services.

Topic 8: Tourist policy.

Teaching methodology

The course is based on the following methodologies:

A) Methodology of the theoretical part of the subject:

Face-to-face explanations in traditional class format of the different topics of the programme. Classes are taught using audiovisuals (viewing of a video to reinforce the theory, PowerPoint presentations, etc.)

B) Methodology of the practical part of the subject:

Completion and presentation in class of tasks (although some are completed outside class time) and practical cases, both individual and in teams, related to theoretical

explanations. In addition, projects will be prepared on some of the program topics and be presented in class. Both the tasks and project work will be handed in for evaluation in paper or digital format.

Assessment criteria

10% Completion and explanation of tasks both in individual and team cases
20% Carrying out teamwork
50% Activities and tests on course content
10% Discussions and participation

Bibliography

Ministry of Industry, Commerce and Tourism (2008) Spanish Tourism Plan Horizon 2020. Madrid. Secretary of State for Commerce.

Ministry of Industry, Commerce and Tourism (2012) National and Comprehensive Tourism Plan, PNIT. Madrid. Secretary of State for Commerce.

UNWTO (2017) The Global Code of Ethics. Geneva. UNWTO

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