

61943 - Economic Management of a Tourist Destination

Información del Plan Docente

Academic Year	2017/18
Faculty / School	228 - Facultad de Empresa y Gestión Pública
Degree	471 - Master's in Tourism Management and Planning
ECTS	6.0
Year	1
Semester	Half-yearly
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures and participative tasks. The latter will promote peer interaction and teacher-student interaction to help develop the general competences.

5.2.Learning tasks

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The course includes the following learning tasks:

- Lectures (50 hours): the fundamental concepts of the syllabus will be explained by the teacher. (Attendance: 100%).
- Practice sessions (25 hours): they allow the students to practice the knowledge acquired during lectures and their interpersonal communication skills. Sessions will be based on the analysis and discussion of economic articles, the solving of exercises and practical cases, and the discussion of readings in class. (Attendance: 80%).
- Teamwork (25 hours): students can practice their ability to work in a groups. (Attendance: 40%).
- Autonomous work (50 hours)

5.3.Syllabus

The course will address the following topics:

INTRODUCTION

Topic 1. The justification of the economic nature of tourism

SECTION I. CREATION AND ORGANIZATION OF A TOURIST DESTINATION

Topic 2. What is a tourist destination?

Topic 3. The strategy of a tourist destination

Topic 4. The creation of a tourist-product destination

Topic 5. The tourist market

SECTION II. THE DEVELOPMENT OF A TOURIST DESTINATION

Topic 6. The effects of tourism on development

Topic 7. The diagnosis of a destination

Topic 8. The search for the best tourist for a destination

SECTION III. THE MANAGEMENT OF A TOURIST DESTINATION

Topic 9. The management of the information and hospitality service in a destination

5.4.Course planning and calendar

Further information concerning the timetable (lectures and practice sessions), classroom, assessment dates and other details regarding this course, will be provided communicated by the teacher and through the appropriate means.

5.5. Bibliography and recommended resources

(BB=Basic Bibliography, BC= Complementary Bibliography):

BB: Díaz Fernández, Beatriz. El diseño de productos y servicios turísticos / Beatriz Díaz Fernández. Madrid : Síntesis, 2015

BB: Manual de gestión de destinos turísticos [Recurso electrónico] / coord. David Flores Ruiz . Valencia : Tirant Humanidades, 2014

BC: Análisis territorial del turismo y planificación de destinos turísticos / J. Fernando Vera Rebollo (coord.) ; Francisco López Palomeque... [et al.] . Valencia : Tirant, D.L. 2013

BC: Ejarque, Josep. Marketing y gestión de destinos turísticos. Nuevos modelos y estrategias 2.0 / Josep Ejarque.. Madrid : Ediciones Pirámide, 2016

BC: Estructura económica de los mercados turísticos / Juan Ignacio Pulido Fernández, Pablo Juan Cárdenas García (coord.) ; Antonia Sáez Cala... [et al.] . Madrid : Síntesis, 2013

BC: Gestión estratégica sostenible de destinos turísticos / Juan Ignacio Pulido Fernández . Sevilla : Universidad Internacional de Andalucía, 2013

BC: La actividad turística española en 2015 / Elisa Alén González y Francisco Calero García (dir.). Madrid : Editorial Síntesis, 2016

BC: Valls, Josep-Francesc. Gestión de destinos turísticos sostenibles / Josep- Francesc Valls ; con la colaboración de Xavier Bustamente, Francisco Guzmán, Mar Vila . Barcelona : Gestión 2000, D.L. 2004