

61943 - Economic Management of a Tourist Destination

Syllabus Information

Academic year: 2024/25

Subject: 61943 - Economic Management of a Tourist Destination

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 6.0

Year: 1

Semester: First semester

Subject type: Compulsory

Module:

1. General information

This subject aims to provide managers, heads of tourist destinations and tourism professionals with a series of knowledge and techniques that are useful to know, highlight, manage and promote a tourism territory or area. In this way, it helps students understand that the current challenge in tourism management is to transform individual resources into tourist attractions and, in turn, these into tourist products and offers.

These approaches and objectives are aligned with some of the Sustainable Development Goals, SDGs, of the 2030 agenda <https://un.org/sustainabledevelopment/es/>. Specifically, the learning activities foreseen in this subject will contribute to the achievement of Goal 4 of Objective 8, Goal 4 of Objective 9, Objective 11, Goal 2 of Objective 12 and Goal 17 of Objective 17.

2. Learning results

1. To identify the structure of the tourism market from the analysis of the economic reality.
2. To understand the basic concepts of economic policies, as well as to have a wide vision of the main initiatives applied in tourism policy from both a practical and theoretical perspective.
3. To plan and structure the economic basis for tourism development in a territory.
4. To assess the economic impact of a given tourist destination.

3. Syllabus

INTRODUCTION

Topic 1: JUSTIFICATION OF THE ECONOMIC NATURE OF TOURISM

PART I: CREATION AND ORGANIZATION OF THE TOURIST DESTINATION

Topic 2: WHAT IS A TOURIST DESTINATION?

Theme 3: TOURIST DESTINATION STRATEGY

Theme 4: THE CREATION OF A TOURIST PRODUCT-DESTINATION

Topic 5: THE TOURIST MARKET

PART II: DEVELOPMENT OF THE TOURIST DESTINATION

Topic 6: THE EFFECTS OF TOURISM ON DEVELOPMENT

Topic 7: DESTINATION DIAGNOSIS.

Topic 8: SEARCHING FOR THE BEST TOURIST FOR THE DESTINATION

PART IV: DESTINATION MANAGEMENT

Item 9: MANAGEMENT OF INFORMATION AND HOSPITALITY SERVICES AT DESTINATION

4. Academic activities

Master classes: 50 hours

Theoretical-practical sessions in which the contents of the subject will be explained.

Practical exercises: 25 hours

Solving of practical exercises

Team work: 25 hours

Autonomous learning: 50 hours

Assessment tests: 4 hours

5. Assessment system

In the **first call**, the student can choose between:

1. Continuous assessment: completion of two works and an individual written test.

- **Work 1 (T1):** Delivery of commentaries on readings and completion of case studies. They will be developed in groups and discussed in class.
- **Work 2 (T2):** Delivery of a work on a topic. The results will be presented and discussed in class, either in groups or individually.
- **INDIVIDUAL WRITTEN TEST:** This test will consist of essay and/or multiple-choice questions and will take place during the last week of classes.

2. Global assessment: individual written test to be held on the dates indicated in the calendar approved by each centre.

In the **second call:** global test with the same structure as the global test in the first call.

The assessment criteria are: the student's objective knowledge; the adequacy of the question-answer, clarity and precision of the answers; compliance with the methods proposed in the classes; the adequacy of the arguments, the ability to summarise and analyse and the clarity of the oral and written expression.

The detailed assessment system will be explained in the presentation of the subject.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth

11 - Sustainable Cities and Communities

12 - Responsible Production and Consumption