



Teaching Guide 2016/2017

The new global tourism environment

Master's in Innovation and Tourism Marketing

On campus method



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The new global tourism environment

The new global tourism environment

Module: Tourist environment and the importance of innovation

Subject: The new global tourism environment

Nature: On campus

Number of ECTS: 6

Time unit: 1st

Teacher of the subject: Margarita Capdepón Frías

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Schedule of attention: Mondays and Wednesdays from 9.30 am to 11.30 am.

Module, subject or course Teacher/Coordinator: Maria Dolores Gil Quiles

Brief subject description

Tourism is a socio-economic activity that involves many services and practices and it is deeply embedded in a fast, changing and dynamic environment. This subject provides the essential theoretical framework to understand this complex sector in order to help students not only to learn basic tourism concepts and definitions but also to understand the rest of the Master's subjects. Also, it is very important to know some of the global trends, risks and challenges that will affect activity in the future, both in a positive and negative sense.

Previous requirements

Not needed

Objectives of the subject

1. Obtain knowledge and skills to manage tourism organization environment efficiently
2. Understand the essential keys of tourism innovation; information management; governance and technological development as a way for an optimal environment management.

Competences and learning results

General Competences

- **G1:** To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.
- **G2:** To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.
- **G3:** To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.
- **G4:** To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.
- **G5:** To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

Specific Competences

- **CEM1:** To know the changes in the touristic scenario leading to the change in the development of management in innovation and technology within this field.
- **CEM10:** To know the concepts of a culture, attitudes and behaviors directed to innovation and marketing in the touristic field.

Methodology

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Theoretical exposition	27	45 hours (30 %)	
Discussion groups, Seminars	9		
Assessment	9		
Personal study	47,25		105 hours (60 %)
Task preparation and exposition	31,5		
Scientific Article analysis y Bibliographic search	26,25		
TOTAL	150	45	105

Syllabus

Program of theoretical training

UNIT 1

I. Tourism introduction and current picture

1. Our time and future scenarios
2. Analysis and international tourism market structure and its opportunities
3. Development and employ contribution.
4. Sort and medium term tourism prospects: tourism on the 2030 horizon

II. Spanish tourism evolution in the international context

1. International leadership
2. Emitting markets, international tourist profile, Spanish emitting

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UNIT 2

III. Challenge and trend that affect tourism activity

1. Deep changes produced by innovation, information management and TICs.
2. Deep demographic changes
3. New tourists: behavior change and characteristics. Mobility increase.
4. Others

UNIT 3

IV. Knowledge society: data, information, intelligence

1. Information battle
2. Smart, digital change expression
3. Information management challenges and solutions: Big data opportunity

UNIT 4

V. World tourism development new scenarios: smart tourism destinations

1. Urban tourism activities: Initiative, elements and technological solutions
2. Smart tourism destinations challenges
3. Why do tourism destinations develop?
4. Guideline for a smarter increase of tourism destinations

Program of practice training

Case study unit 2: Markets, tourists and experiences

Case study unit 3: Tourism information management

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Case study unit 4: Urban tourism destination pressure management

Relation to other disciplines of the study program

- The public support to the development of technology in tourism.
- Innovation and tourism's marketing management.
- Final master project.

Assessment system

February/June Call:

- **Presentation in class:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Presentation in class:** 70% of total grade
- **Attendance and participation:** 30% of total grade

Bibliography and reference sources

Basic bibliography

Candela, G. & Figini, P. (2012). *The economics of tourism destinations*. Springer. Chapter 2.

Cooper, C., Fletcher, J. Fyall, A., Gilbert, D. & Wanhill, S. (2007). *Tourism. Principles and practice*. 4th Edition. Elsevier. 1997.

Tisdell, C.A. (ed.) (2013). *Handbook of tourism economics. Analysis, new applications and case studies*. World Scientific Publishing

Yeoman. I. (2012). *2050-Tomorrow's tourism*. Channel view publications.

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Complementary bibliography

United Nations, World Tourism Organization (2010). *International recommendations for tourism statistics 2008*. New York: United Nations Publication.

World Tourism Organization (2012). *Tourism and intangible cultural heritage*. Madrid: UNWTO.

World Tourism Organization. European Commission (2013). *Sustainable Tourism for Development Guidebook. Enhancing capacities for Sustainable Tourism for development in developing countries*. Madrid: UNWTO

Webs related

- ✓ World Tourism Organization (UNWTO): <http://www2.unwto.org/>
- ✓ World Travel & Tourism Council (WTTC): <http://www.wttc.org/>
- ✓ UNESCO: <http://whc.unesco.org/>
- ✓ International Labour Organization: <http://www.ilo.org/global/lang--en/index.htm>
- ✓ BMI Research: <http://www.bmiresearch.com/>

Study recommendations

There are not study recommendations.

Instructional materials

Not needed.