



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching guide 2018/2019

The new global tourism environment

Master's in Innovation and Tourism Marketing

On campus method

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## The new global tourism environment

Module: **Tourist environment and the importance of innovation**

Subject: **The new global tourism environment**

Nature: **On campus**

Number of academic credits: **6**

Time unit: **1<sup>st</sup> Term.**

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### Brief 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 leaning 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.

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- **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		
<b>TOTAL</b>	<b>150</b>	<b>45</b>	<b>105</b>

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## Syllabus

UNIT 1. Some basic tourism principles

UNIT 2. Why tourism is so important?

UNIT 3. International tourism scenario.

UNIT 4. Tourism supply: services, products and destinations.

UNIT 5. Tourism demand: towards a new tourist?

## II. KEY ISSUES IN THE GLOBAL TOURISM SCENARIO

UNIT 1. International tourism factors; ICTs, demographic changes, mobility increasing.

UNIT 2. New trends in tourism market segmentation.

UNIT 3. Global tourism risks and challenges: climate change and sustainability, safety, new economic order.

## 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:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

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Students must obtain 5 points in each part of the course in order to pass. Two calls are available during the academic year: June and September. Course(s) that are not pass either in June or in September will be considered failed. Students will have to register again and pay the tuition fees for the courses failed in order to be assessed in the following academic year.

The grade system will be as follows:

FAIL

PASS

GOOD

MERIT

The grade "merit with distinction" might be awarded to students who obtain a grade higher than 9. These awards are limited to 5% of students registered in the course with the exception of courses with less than 20 students. In this case, one distinction can be awarded.

## 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*. 4<sup>th</sup> 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.

### Complementary bibliography

United Nations, World Tourism Organization (2010). *Intenational 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 Comission (2013). *Sustainable Tourism for Development Guidebook. Enhancing capacities for Sustainable Tourism for development in developing countries*. Madrid: UNWTO

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## 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>
- ✓ Instituto Nacional de Estadística: [www.ine.es](http://www.ine.es)
- ✓ Instituto de Estudios Turísticos: [www.iet.es](http://www.iet.es)

## Study recommendations

There are not study recommendations.

## Instructional materials

Not needed.