



Emerging Tourism
Alternatives
Master in Business
Administration (MBA)
2020/21



UNIVERSIDAD
NEBRIJA

TEACHING GUIDE

Subject: Emerging Tourism Alternatives

Title: Master in Business Administration (MBA)

Academic Course: 2020-21

Character: Optional

Language: Spanish/English

Modality: Face-to-face/Blended/Distance

Credits: 6 ECTS

Semester: 2º

Teachers/Teaching Team: Prof^a. Mrs. Obdulia Monteserín Abella PhD/ Prof^a. Mrs. Diana Gómez Bruna PhD

1. COMPETENCES AND LEARNING OUTCOMES

1.1. Competences

Basic Skills

CB7. That students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. That students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General Skills

CG6.- The student must be able to act autonomously in the planning and implementation of business projects and decisions.

CG11.- Ability to integrate the values and policies of effective equality in the organization and governance of the company, especially between women and men and attention to disability.

Specific Skills

CE1.- Understand and handle new concepts in the area of human resources for the exercise and supervision of the management of teams and people.

CE2.- Generate new managerial skills and integrate them into the business and team management environment.

CE6.- Analyze and interpret accounting information, with the ability to use it in decision-making in the business environment.

CE7.- Analyze and interpret the accounting and financial value of a company, and be able to use that information in decision-making in the company environment.

CE8.- Ability to develop the vision, mission and cultural values of an organization, and thus be able to define objectives, policies and strategies necessary for the future of the company and the monitoring and control processes thereof.

CE9.- Analyze and interpret the company's Balanced Scorecard with its key indicators, and be able to use it in decision-making in the business environment.

CE12.- Integrate the knowledge of the different areas of the company learned in the Master and apply them in the preparation of the final Master's project.

Optional specific competences

CE15.- Plan the management of a tourist destination, based on the in-depth study of its strengths, weaknesses, threats and opportunities.

CE16.- Detect, analyze and plan the use of new opportunities for new and emerging tourism developments.

1.2. Learning Outcomes

- Understand the changes in the tourism sector as a consequence of globalization: effects
- Understand new emerging tourism markets, destinations and products
- Understand the redistribution of tourist flows worldwide
- Understand the deregulation of air transport,
- Understand business expansion in tourism
- Understand the business concentration of tourism
- Mastering new technologies in the commercialization of tourism
- Know the new emerging destinations and their peculiarities
- Understand the life cycle of destinations and their mature state
- Understand the need to reconvert the destination from the integration of the actors
- Understand the reconversion of the destination from the product and management
- Reposition the destination from the tourist policy and diplomacy management
- Understand the phenomenon of multi-destination, multi-product, multi-channel and multi-client
- Understand communication in mature destinations and destination innovation.

2. CONTENTS

2.1. Previous requirements

None.

2.2. Description of the contents

- Homogenization of terms and concepts in the destination system
- Life cycle of destinations
- Emerging destinations: Supply analysis
- Emerging destinations: Demand analysis
- Emerging markets and emerging markets
- Marketing policies and communication in emerging destinations
- Development phase of the destinations
- Maturity of a destination and phase of turbulence

- Positioning and segmentation.
- Mature destinations
- Conversion of destiny from the integration of the actors
- Reconversion from product and management
- Repositioning from the tourist policy and the management of the diplomacy
- Multi-destination, multiproduct, multi-channel and multi-client
- Communication in mature destinations (I)
- Communication in mature destinations (II)
- Innovation

2.3. Directed Activities

During the course, activities, practices, reports or projects may be developed in which students show examples of application of the methods and techniques developed in the subject.

- Directed Activity 1 (AD1): Visit to a company in the tourism sector.
- Directed Activity 2 (AD2): Exhibition of an experiential product.

2.4. Formation Activity:

| Formation Activity | | |
|------------------------|-------|---------------------------|
| Modality Face-to-face: | | |
| Formation Activity | Hours | Percentage of presence AF |
| AF1 | 35 | 100% |
| AF2 | 10 | 100% |
| AF3 | 10 | 25% |
| AF4 | 50 | 0% |
| AF5 | 35 | 0% |
| AF6 | 10 | 100% |
| Modality Blended: | | |
| Formation Activity | Hours | Percentage of presence AF |
| AF1 | 35 | 0% |
| AF2 | 10 | 0% |
| AF3 | 30 | 25% |
| AF4 | 30 | 0% |
| AF5 | 35 | 0% |
| AF6 | 10 | 50% |
| Modality Distance: | | |
| Formation Activity | Hours | Percentage of presence AF |
| AF1 | 35 | 0% |
| AF2 | 20 | 0% |
| AF3 | 20 | 0% |
| AF4 | 60 | 0% |
| AF5 | 5 | 0% |
| AF6 | 10 | 20% |

Teaching methodologies:

Modality Face-to-face: MD1; MD2; MD3; MD4

Modality Blended: MD1; MD2; MD3; MD4

Modality Distance: MD1; MD2; MD3; MD4

| TEACHING METHODOLOGIES OF THE PROPOSED TITLE | |
|--|------------------------------|
| Code | Teaching Methodologies |
| MD1 | Case Method |
| MD2 | Cooperative Learning |
| MD3 | Problem Based Learning (PBL) |
| MD4 | Master class |

3. EVALUATION SYSTEM

3.1. Grading system

The final grading system will be expressed numerically as follows:

0 - 4.9 Fail (SS)

5.0 - 6.9 Pass (AP)

7.0 - 8.9 Notable (NT)

9.0 - 10 Excellent (SB)

The mention of "academic honors" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

| Code | Evaluation System | Description |
|------|--------------------------------|--|
| SE1 | Development in individual work | Student performance in individual work in solving exercises or cases |
| SE2 | Development in group work | Student performance in group work in solving exercises or cases |
| SE3 | Final face-to-face test/exam | Face-to-face final test/exam |

Modality Face-to-face:

To successfully pass any subject / subject, the student must pass the final exam in person. That is, in the final exam, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

Ordinary Call

| Evaluation System | Minimum weight % | Maximum weight máxima % |
|-------------------|------------------|-------------------------|
| SE1 | 25 | 25 |
| SE2 | 25 | 25 |
| SE3 | 50 | 50 |

Extraordinary Call

| Evaluation System | Minimum weight % | Maximum weight máxima % |
|-------------------|------------------|-------------------------|
| SE1 | 50 | 50 |
| SE2 | 0 | 0 |
| SE3 | 50 | 50 |

Modality Blended:

Ordinary Call

| Evaluation System | Minimum weight % | Maximum weight máxima % |
|-------------------|------------------|-------------------------|
| SE1 | 05 | 05 |
| SE2 | 45 | 45 |
| SE3 | 50 | 50 |

Extraordinary Call

| Evaluation System | Minimum weight % | Maximum weight máxima % |
|-------------------|------------------|-------------------------|
| SE1 | 50 | 50 |
| SE2 | 0 | 0 |
| SE3 | 50 | 50 |

Modality Distance:

Ordinary Call

| Evaluation System | Minimum weight % | Maximum weight máxima % |
|-------------------|------------------|-------------------------|
| SE1 | 40 | 40 |
| SE2 | 10 | 10 |
| SE3 | 50 | 50 |

Extraordinary Call

| Evaluation System | Minimum weight % | Maximum weight máxima % |
|-------------------|------------------|-------------------------|
| SE1 | 50 | 50 |
| SE2 | 0 | 0 |
| SE3 | 50 | 50 |

In any case, passing any subject, without exception, for the three modalities is subject to passing the corresponding final face-to-face test/exams.

3.3. Restrictions

Minimum calification

To successfully pass any subject, the student must pass the final exam in person. That is, in the final exam/test, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

Assistance

The student who, unjustifiably, fails to attend more than 25% of the face-to-face classes may be deprived of the right to take the exam in the ordinary call.

Writing rules

Special attention will be paid in the written assignments, practices and projects, as well as in the

exams/test both the presentation and the content, taking care of the grammatical and spelling aspects. Failure to comply with the acceptable minimums may result in points being deducted in said work.

3.4. Plagiarism warning

The Antonio de Nebrija University does not tolerate plagiarism or copying under any circumstances. Plagiarism is considered the reproduction of paragraphs from texts of authorship different from that of the student (Internet, books, articles, work of colleagues ...), when the original source from which they come is not cited. The use of quotes cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Misconduct and the sanction provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

Basic Bibliography

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- Díaz, B (2014) Diseño de productos turísticos. Madrid: Síntesis
- Cuervo R. (2004). Principios de investigación del mercado turístico. Gijón: Corditur.
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Complementary Bibliography

- De Borja, L., Casanovas, J.A., Bosch, R. (2002): El consumidor turístico. Madrid: Esic.
- Ejarque, J. (2016): Marketing y gestión de destinos turísticos. Madrid: Pirámide.
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- Nogales A. (2004). Investigación y Técnicas del Mercado. Madrid: ESIS editorial
- Pulido, J.I. y Sáez, A. (Coord.) (2011): Estructura general del mercado turístico. Madrid: Síntesis.
- Torres, E. (coord.) (2006): Estructura de mercados turísticos. Barcelona: UOC.

Other resources

- Organización Mundial de Turismo www.unwto.org/index_s.php
- World Travel and Tourism Council www.wttc.org
- Instituto Nacional de Estadística www.ine.es
- Instituto de Estudios Turísticos <http://www.iet.tourspain.es>
- TURISMO DE ESPAÑA <http://www.spain.info/>
- Revista Hosteltur <http://www.hosteltur.com/>
- Exceltur <http://www.exceltur.org>
- Turismo Responsable <http://www.turismo-responsable.org>
- Destinet <http://destinet.eu/>