



Planning and  
Management of  
Tourism Products  
and Destinations  
Master in Business  
Administration (MBA)  
2020/21



UNIVERSIDAD  
NEBRIJA

## TEACHING GUIDE

**Subject:** Planning and Management of Tourism Products and Destinations

**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<sup>a</sup>. Mrs. Casilda Cabrerizo Sanz 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

**CG3.-** The student must master business information analysis techniques.

**CG5.-** The student must be able to communicate, in a business environment, correctly both orally and in writing, using the latest technology.

**CG9.-** The student must be able to act autonomously within a framework of responsible freedom, in the business environment.

**CG10.-** The student must be able to add value to the company through their creativity and participation.

##### Specific Skills

**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 this information in decision-making in the company environment.

**CE11.-** Determine the viability of a business idea from the in-depth study of all aspects related to the opportunity (human, financial, economic, environment, etc.).

**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**

- Mastering the development of tourism products and services
- Understand the concept of the hotel establishment as an integrator of services: manager of the offer and destination itself
- Master the design of tourist spaces and concepts
- Create elements of tourist communication
- Know the types of tourist destinations and differences between tourist realities.
- Understand the methodological approaches for planning tourist spaces.
- Understand the design and structuring of territorial-based tourism products
- Analyze tourism policies and sectoral policies that condition the development and planning of the activity at the destination.
- Know the legal environment of planning (legal bases of tourist planning of the territory)
- Know the new information technologies in tourism planning and management processes (web 2.0, social networks, GIS, Smart Cities).
- Know how tourist destination marketing is designed
- Know the specific problems of tourism management in different types of destinations (natural and rural areas, urban and cultural tourism destinations, coastal destinations and coastal areas)
- Know the quality management of the tourist destination.
- Understand the organization and management of the tourist destination: structure, powers and operation of different public management entities of the tourist destination
- Become familiar with the procedures for the management and monitoring of projects at the destination and direction of human teams.

## **2. CONTENTS**

### **2.1. Previous requirements**

None.

### **2.2. Description of the contents**

- The development of tourism products and services
- The concept of the hotel establishment as a service integrator: manager of the offer and destination in itself
- Design of tourist spaces and concepts

- The creation of tourist communication elements
- Types of tourist destinations and differences between tourist realities.
- Methodological approaches for the planning of tourist areas.
- Design and structuring of territorially based tourism products
- Analysis of tourism policies and sectoral policies that condition the development and planning of the activity at destination.
- Legal environment of the planning (legal bases of the tourist planning of the territory)
- New information technologies in tourism planning and management processes (web 2.0, social networks, GIS, Smart Cities).
- Marketing of tourist destinations
- Specific problems of tourism management in different types of destinations (natural and rural areas, urban and cultural tourism destinations, coastal destinations and coastal areas)
- Quality management of the tourist destination.
- Organization and management of the tourist destination: structure, competences and operation of different entities of public management of the tourist destination
- Familiarization with the procedures for the management and monitoring of projects at the destination and management of human teams.

### 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): Delimit tourist units of action.
- Directed Activity 2 (AD2): Analyze the competitiveness of tourist destinations.
- Directed Activity 3 (AD3): Analyze a tourism policy or tourism planning instrument.
- Directed Activity 4 (AD4): Outline the design of a tourist product as an action for the tourist revitalization of a territory.
- Directed Activity 5 (AD5): Analysis of destination and product management experiences.

### 2.4. Formation Activity:

<b>Formation Activity</b>		
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

<b>Evaluation System</b>	<b>Minimum weight %</b>	<b>Maximum weight máxima %</b>
SE1	25	25
SE2	25	25
SE3	50	50

Extraordinary Call

<b>Evaluation System</b>	<b>Minimum weight %</b>	<b>Maximum weight máxima %</b>
SE1	50	50
SE2	0	0
SE3	50	50

Modality Blended:

Ordinary Call

<b>Evaluation System</b>	<b>Minimum weight %</b>	<b>Maximum weight máxima %</b>
SE1	5	5
SE2	45	45
SE3	50	50

Extraordinary Call

<b>Evaluation System</b>	<b>Minimum weight %</b>	<b>Maximum weight máxima %</b>
SE1	50	50
SE2	0	0
SE3	50	50

Modality Distance:

Ordinary Call

<b>Evaluation System</b>	<b>Minimum weight %</b>	<b>Maximum weight máxima %</b>
SE1	40	40
SE2	10	10
SE3	50	50

Extraordinary Call

<b>Evaluation System</b>	<b>Minimum weight %</b>	<b>Maximum weight máxima %</b>
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 qualification

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. BIBLIOGRAFY

#### Basic Bibliography

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#### Otros recursos

- Organización Mundial de Turismo [www.unwto.org/index\\_s.php](http://www.unwto.org/index_s.php)
- World Travel and Tourism Council [www.wttc.org](http://www.wttc.org)
- Organización para la Cooperación y el Desarrollo Económico [www.oecd.org](http://www.oecd.org)
- Comisión Europea – Eurostat [www.ec.europa.eu/eurostat](http://www.ec.europa.eu/eurostat)
- Instituto Nacional de Estadística [www.ine.es](http://www.ine.es)
- Instituto de Estudios Turísticos <http://www.iet.tourspain.es>
- TURESPAÑA <http://www.tourspain.es/es/Home/ListadoMenu>
- TURISMO DE ESPAÑA <http://www.spain.info/>
- ICTE <http://www.ict.e.es>
- SICTED <http://www.calidadendestino.es/>
- SEGITTUR <http://www.segittur.es/>
- Revista Amadeus <http://www.amadeus.com/es/x10814.html>
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- Boletín Turístico <http://www.boletin-turistico.com/>
- Turismo Justo <http://www.turismojusto.net/inicio.asp>
- Tourism Concern <http://www.tourismconcern.org.uk>
- Global Sustainable Tourism Council <http://new.gstcouncil.org>
- European Network for Sustainable Tourism Development <http://www.ecotrans.org>
- Observatorio de la sostenibilidad en España <http://www.sostenibilidad-es.org>
- Fundación vida sostenible <http://www.vidasostenible.org/Index.asp>
- Exceltur <http://www.exceltur.org>
- Instituto de Turismo Responsable <http://www.biospheretourism.com>
- Travel News from around the world <http://www.smarttravelnews.com>
- Sustainable Tourism Online <http://www.sustainabletourisonline.com/>
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