

Academic Year/course: 2021/22

61943 - Economic Management of a Tourist Destination

Syllabus Information

Academic Year: 2021/22

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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures and participative tasks. The latter will promote peer interaction and teacher-student interaction to help develop the general competences.

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures (50 hours): the fundamental concepts of the syllabus will be explained by the teacher. (Attendance: 100%).
- Practice sessions (25 hours): they allow the students to practice the knowledge acquired during lectures and their interpersonal communication skills. Sessions will be based on the analysis and discussion of economic articles, the solving of exercises and practical cases, and the discussion of readings in class. (Attendance: 80%).
- Teamwork (25 hours): students can practice their ability to work in a groups. (Attendance: 40%).
- Autonomous work (50 hours)

4.3. Syllabus

The course will address the following topics:

INTRODUCTION

Topic 1. The justification of the economic nature of tourism

SECTION I. CREATION AND ORGANIZATION OF A TOURIST DESTINATION

Topic 2. What is a tourist destination?

Topic 3. The strategy of a tourist destination

Topic 4. The creation of a tourist-product destination

Topic 5. The tourist market

SECTION II. THE DEVELOPMENT OF A TOURIST DESTINATION

Topic 6. The effects of tourism on development

Topic 7. The diagnosis of a destination

Topic 8. The search for the best tourist for a destination

SECTION III. THE MANAGEMENT OF A TOURIST DESTINATION

Topic 9. The management of the information and hospitality service in a destination

4.4. Course planning and calendar

Further information concerning the timetable (lectures and practice sessions), classroom, assessment dates and other details regarding this course, will be provided communicated by the teacher and through the appropriate means.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61943&year=2020