



Academic year	2012-13
Subject	10162 - Tourism Analysis Aimed at Business
Group	Group 1, 1S
Teaching guide	A
Language	English

Subject identification

Subject	10162 - Tourism Analysis Aimed at Business
Credits	0.8 in-class (20 hours) 2.2 distance (55 hours) 3 totals (75 hours).
Group	Group 1, 1S(Campus Extens)
Teaching period	1st semester
Teaching language	English

Lecturers

Lecturers	Timetable for student attention					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Aleix Calveras Maristany aleix.calveras@uib.es	15:00h	16:00h	Monday	24/09/2012	28/06/2013	DB106

Degrees where the subject is taught

Degree	Character	Academic year	Studies
Master's Degree in Tourism and Environmental Economics	Optional		Postgraduate degree

Contextualisation

Students will be taught knowledge, skills and abilities in order to better understand the role of firms and their behaviour in the tourism sector.

Requirements

This course has no prerequisites, however, because of its approach to business analysis from economics, it is recommended that students have at least a basic knowledge of microeconomics.

Recommendable

A basic knowledge of microeconomics.

Skills

With this course the student is expected to acquire both generic and specific skills related to the role of firms and their behaviour in the tourism sector.





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Specific

1. To interpret the empirical results.
2. To know the institutional context of the tourism activity.
3. To contribute to the economic and tourism knowledge areas.
4. To apply appropriate scientific methodologies knowing its basis.
5. To understand business activity related to the topics discussed in the course.

Generic

1. To be familiar with scientific texts.
2. To be able to form, to express and to defend concepts clearly, accepting criticism.
3. To convert an empirical problem in a research object and to formulate conclusions.
4. Team work.
5. To elaborate work proposals.
6. To critically interpret and evaluate results.

Content

This course is intended to cover the study of a series of topics related to the role of firms and their behaviour in the tourism sector. In order to have a complete understanding of tourism, an analysis of firms in its industries is necessary. Furthermore, in a world in constant change, we believe that the economic approach to business analysis that we take will prove particularly useful. The course will help students to apply the economic principles and the necessary analytical skills so as to understand and evaluate business behaviour in relation to the topics covered in the subject.

Theme content

1. The firm in the tourism sector
2. Corporate social responsibility in the tourism industries
3. Intermediation in the tourism sector

Teaching methodology

In order to develop and evaluate the competencies stated above, this section describes the activities faced by the student throughout the course. In this regard, note that, in order to foster autonomy and individual work of students, the course will be part of Campus Extens, which incorporates the use of web platform. Using Moodle platform will allow students an online communication and distance learning with the teacher, teaching materials as electronic documents, etc.

In-class work activities

Modality	Name	Typ.Gr.	Description
Theory classes	Theory	Large group (G)	Teach the knowledge that students must acquire. Students will have diverse teaching materials and basic reference texts to complete and deepen the understanding of the theory explained in class.





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Modality	Name	Typ.Gr.	Description
Seminars and workshops	Practice	Medium group (M)	We encourage the exchange of views between all participants in the belief that it will facilitate the application of knowledge acquired in lectures. We discuss case studies related to the knowledge presented in theory classes (mini-cases of textbooks, newspaper articles, readings, etc.). Additionally, students will be expected to make presentations and comments of the various required readings.
Assessment	Final exam	Large group (G)	There will be a final exam. This evaluation will assess whether the student knows the theory, and understands how to apply correctly the concepts that are part of the course material. The final exam will last a maximum of 2.5 hours.

Distance education work activities

Modality	Name	Description
Individual self-study	Readings, comments, etc.	Reading of theoretical texts, case studies and financial press to discuss in the practice classes. Resolution of the exercises proposed. Preparation of presentations.
Individual self-study	Study	The student must study on its own all content presented in the course.
Group or individual self-study	Team work	Develop the ability for teamwork, and apply the acquired knowledge.

Riscs específics i mesures de protecció

Les activitats d'aprenentatge d'aquesta assignatura no comporten riscos específics per a la seguretat i salut de l'alumnat i, per tant, no cal adoptar mesures de protecció especials.

Workload estimate

Modality	Name	Hours	ECTS	%
In-class work activities		20	0.8	26.67
Theory classes	Theory			
Seminars and workshops	Practice			
Assessment	Final exam			
Distance education work activities		55	2.2	73.33
Individual self-study	Readings, comments, etc.			
Individual self-study	Study			
Group or individual self-study	Team work			
Total		75	3	100

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will



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be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Student learning assessment

Next table shows the evaluation procedures. The student will get a grade in each activity. The final grade will be obtained as a weighted mean of all activities. To pass the subject, the final overall grade should be at least a 4 over 10. Additionally, at least a grade of 4 over 10 is required in the final exam to be able to pass the subject. The final exam is the only recoverable activity.

Practice

Modality	Seminars and workshops
Technique	Objective tests (Non-recoverable)
Description	We encourage the exchange of views between all participants in the belief that it will facilitate the application of knowledge acquired in lectures. We discuss case studies related to the knowledge presented in theory classes (mini-cases of textbooks, newspaper articles, readings, etc.). Additionally, students will be expected to make presentations and comments of the various required readings.
Assessment criteria	All along the classes, various activities will be graded in the practice classes (readings, presentations, comments, problem solvings).

Percentage of final qualification: 50% following path A

Final exam

Modality	Assessment
Technique	Objective tests (Recoverable)
Description	There will be a final exam. This evaluation will assess whether the student knows the theory, and understands how to apply correctly the concepts that are part of the course material. The final exam will last a maximum of 2.5 hours.
Assessment criteria	To pass the subject, the student must get at least a grade of 4 in the final exam. The final exam evaluates all the knowledge and all the content presented and discussed in the whole semester (including practice classes and the material evaluated also in the partial exam). The final exam is recoverable in september.

Percentage of final qualification: 50% following path A

Resources, bibliography and additional documentation

Along the course, and posted in the web page in Campus Extens, material (papers, etc.) corresponding to each topic will be provided to students.

Basic bibliography

Complementary bibliography

Other resources





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