

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Tourism and Hotel Products and Resources

Subject: Tourism Sectors

Period: Semester 3

Lecturers:

Dr. Emili Valdero Mora

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MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS

AREA: TOURISM AND HOTEL PRODUCTS AND RESOURCES

SUBJECT: TOURISM SECTORS

CODE: OB4REC-III

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 3

CREDITS: 4 ECTS

1. Subject objectives

The main objective of the subject Tourism Sectors is to analyse the structure and operations of two key non-accommodation sectors involved in the tourism industry and gives the students a deep insight into a wide set of management processes in the following areas: theme parks and tourist attractions, and tourist transport and airport management.

In this subject, students will learn which are the tourist agents participating in the global tourist transport industry -car rental, coach and bus firms, cruises and ferries, airlines and airports, railways-, its operations and their interrelationships, and also, the theme park industry and their role in the global tourism market, with special attention devoted to Disney parks, Universal Studios and Port Aventura.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting a point of view according to the situation, being sure of your self-worth and abilities.
Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

Specific

E01 - Understand and analyze the economic dimension of tourism

E02 - Understanding the legal framework regulating tourism activities

E03 - Recognize the main tourist operators and the main political administrative structures.

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

E07 - Analyze the impacts generated by tourism.

3. Content

Session 1: Tourist attractions. Concept. Classification. Thematization..

Session 2: Theme parks: concept, typologies, factors of success, segmentation.

Session 3: Theme parks: Disney parks, Universal parks, port Aventura, major firm in the global theme park industry.

Session 4: Theme parks: practice and case analysis.

Session 5: Tourist transport: Concept and modalities. Land based transport. Drive tourism. Coach and bus travel.

Session 6: Caravanning. Concept, segmentation.

Session 7: Tourist rail transport. Rail tourism. Concept. Typologies..

Session 8: Rail tourism: Blancheton and Marchi Model .

Session 9: Rail tourism: practice and case analysis.

Session 10: Water-based transport. Concept. Typologies. Ports. Ferries.

Session 11: Cruises. Concept. Typologies. Route design. The port of Barcelona.

Session 12: Cruises. practice and case analysis.

Session 13: River cruises. Boat charters and excursions.

Session 14: Air transport. Concept. Airports. Types of airport management and ownership.

Session 15: Airports. Practice and case analysis.

Session 16: Air traffic distribution models: Point-to-point, Hub-Spoke, multi-Hub-Spoke-Net.

Session 17: Airlines. Typologies. Traditional versus low cost. Airline alliances.

4. Teaching methodology

Plenary Lectures.

Finding information and preparation and organization of material.

Practical Exercises.

Case Studies.

Self-study or Study Groups.

Readings.

Working individually or in groups.

5. Assessment activities

Regular examination call

- **Group written report about the analysis of an international theme park (Nov, 20/2020)**

Academic Work (Group - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G9, G15, E1, E2, E3, E4, E5, E7

- **Oral presentation of the report about the analysis of an international theme park (Nov, 20/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, G7, E1, E3, E4

- **Individual Written Report about the analysis of rail tourism products (Dec, 11/2020)**

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B5, G5, E1, E2, E3, E4, E5, E7

- **Written exam about all course contents Duration: 3 hours Minimum grade requirements: 3.5 points Weight: 50% of the final grade**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, B5, G9, E1, E2, E3, E4, E5, E7

1. All individual work is mandatory and not submitting involves a grade of 0 and failure of the subject with a maximum grade of 4.
2. The minimum final exam to average with continuous assessment activities carried out during the

course is 3.5. Students with a grade lower than 3.5 shall fail with a grade equal to that obtained in the final exam.oup outings implies a reduction of 1 point in the final grade.

3. Calculation of the final grade (FG)

The final grade (FG) is calculated as follows:

a) Case where the final exam grade (FEG) is ≥ 3.5

$$FG = 0.2 \times IWRT + 0.1 \times GRTP + 0.1 \times OP + 0.6 \times FEG$$

Where: IWRT: Individual Written Report about Rail Tourism

GRTP: Group Report about Theme Park

OP: Oral Presentation

FEG: Final Exam Grade

b) Case where the final exam grade (FEG) < 3.5

$$FG = FEG$$

6. Students who fail the 1st exam:

a) Must obligatorily attend the extra exam call

b) Report grades which are passed will be kept.

e) All failed reports must be repeated.

Resit examination call

• Individual Written Report about the analysis of rail tourism products (Jan, 16/2021)

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B5, G5, E1, E2, E3, E4, E5, E7

• Group written report about the analysis of an international theme park (Jan, 16/2021)

Academic Work (Group - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G9, G15, E1, E2, E3, E4, E5, E7

• Oral presentation of the report about the analysis of an international theme park (Jan, 16/2021)

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, G7, E1, E3, E4

• Written exam about all course contents Duration: 3 hours Minimum grade requirements: 3.5 points Weight: 60% of the final grade

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, E1, E3, E4, E5, E7

1. All individual work is mandatory and not submitting involves a grade of 0 and failure of the subject with a maximum grade of 4.

2. The minimum final exam to average with continuous assessment activities carried out during the course is 3.5. Students with a grade lower than 3.5 shall fail with a grade equal to that obtained in the final exam.

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GRTP: Group Report about Theme Park

OP: Oral Presentation

FEG: Final Exam Grade

b) Case where the final exam grade (FEG) < 3.5

$$FG = FEG$$

Repeating students without attendance: regular examination call

- **Written report about the analysis of an international theme park (Nov, 20/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G9, G15, E1, E2, E3, E4, E5, E7

- **Oral presentation of the report about the analysis of an international theme park (Nov, 20/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, G7, E1, E2, E3, E4, E5, E7

- **Individual Written Report about the analysis of a rail tourism product (Dec, 11/2020)**

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B5, G5, E1, E2, E3, E4, E5, E7

- **Written exam about all course contents Duration: 3 hours Minimum grade requirements: 3.5 points Weight: 60% of the final grade**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, B5, G9, E1, E2, E3, E4, E5, E7

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3. Calculation of the final grade (FG)

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a) Case where the final exam grade (FEG) is ≥ 3.5

$$FG = 0.2 \times WRRT + 0.1 \times WRTP + 0.1 \times OP + 0.6 \times FEG$$

Where: WRRT: Written Report about Rail Tourism

WRTP: Written Report about Theme Park

OP: Oral Presentation

FEG: Final Exam Grade

b) Case where the final exam grade (FEG) < 3.5

$$FG = FEG$$

Repeating students without attendance: resit examination call

• Individual Written Report about the analysis of rail tourism products (Jan, 16/2021)

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B5, G5, E1, E2, E3, E4, E5, E7

• Written report about the analysis of an international theme park (Jan, 16/2021)

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G9, G15, E1, E2, E3, E4, E5, E7

• Oral presentation of the report about the analysis of an international theme park (Jan, 16/2021)

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, G7, E1, E2, E3, E4, E5, E7

• Written exam about all course contents Duration: 3 hours Minimum grade requirements: 3.5 points Weight: 60% of the final grade

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, B5, G9, E1, E2, E3, E4, E5, E7

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3. Calculation of the final grade (FG)

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a) Case where the final exam grade (FEG) is ≥ 3.5

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Where: WRRT: Written Report about Rail Tourism

WRTP: Written Report about Theme Park

OP: Oral Presentation

FEG: Final Exam Grade

b) Case where the final exam grade (FEG) <3.5

FG= FEG

Follow-up meetings

Week 3 (Oct, 09/2020)

Week 7 (Nov, 09/2020)

Week 13 (Dec, 09/2020)

6. Bibliography

Mandatory readings

Bigné, J. E., Andreu, L. and Gnoth, J. (2005) The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, Vol. 26, 833-844.

Buhalis, D. (2000) Marketing the competitive destination of the future. *Tourism Management*, Vol. 21, 97-116.

Geissler, G.L. and Rucks, C.T. (2011) The critical influence of customer food perceptions on overall theme park evaluations. *Journal of Management and Marketing Research*, Vol. 8, 4-17

Lee, M-Y, Kim, Y-K and Kim, H-Y (2008) Segmenting online auction consumers. *Journal of Customer Behaviour*, Vol. 7, 135-148

Rensmann, B. (2012) Towards a Typology of Retail Cybermediation in Tourism Markets. *Information and Communication Technologies in Tourism 2012*, 344-355

Thakran, K. and Verma, R. (2013) The Emergence of Hybrid Online Distribution Channels in Travel, Tourism and Hospitality. *Cornell Hospitality Quarterly*, vol. 54, 240-247.

Recommended readings

Irish Tourist Industry Confederation (2010) *Tourism and Travel Distribution in a Changed World*, Volume 1: Main Report, September, 2010. Report prepared in association with ITIC by CHL Consulting Company Ltd. and AMAS Ltd. Pags 4-40

Miller, K. E., Sood, S., Kattiapornpong, U., Woodbridge, M. and McDonnell, I. (2010) *Global Tourism & Travel Distribution. Changes, impacts & opportunities for Australia*. Sustainable Tourism Cooperative Research. Pags 1-39

7. Lecturer/s

Dr. Emili Valdero Mora (Head lecturer) - emili.valdero@htsi.url.edu

Contact hour: Thursday from 12:00 h to 12:45 h and Friday from 10:00 h to 10:45 h.

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

1. Classes begin promptly. 10 minutes into the class, access to any student will not be allowed.
2. It is forbidden to use mobile phones in class. If a student uses it or read and send messages, they will be expelled from class.
3. If a student is expelled from class 3 times during the course, they may not return to attend classes in the subject.
4. Rules for submission of work will be available to students in a PDF document on the Virtual Classroom of the subject at the beginning of the academic year.

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.