

## Syllabus

### Subject

<b>Subject / Group</b>	11509 - Elements for Monitoring / 1
<b>Degree</b>	Master's Degree in Economics of Tourism: Monitoring and Evaluation
<b>Credits</b>	3
<b>Period</b>	First semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Catalina Natividad Juaneda Sampol <a href="mailto:nati.juaneda@uib.es">nati.juaneda@uib.es</a>	11:00	12:00	Wednesday	12/09/2018	06/02/2019	Despatx DB229 Edifici Jovellanos. Cita prèvia per e-mail.
	11:00	12:00	Tuesday	12/02/2019	02/07/2019	Despatx DB229 Edifici Jovellanos. Cita prèvia per e-mail.

### Context

The course will cover the basics of project monitoring process by placing it in the broader context of Monitoring and Evaluation (M & E). All the knowledge of the course will be aimed at training students for the monitoring tools in the field of tourism. This course, along with that of Monitoring and Evaluation for an Optimal Governance, intended to facilitate the choice of master's specialties, Monitoring or Evaluation, introducing students to the concepts and methods related to them.

### Requirements

No special requirements are asked for. The essential requirements are covered by the criteria of admission to the Master's degree.

### Skills

## Syllabus

### Specific

- \* CE4 – To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region. .
- \* CE6 – To be able to identify the key indicators used to monitor and evaluate projects within the tourism environment. .
- \* CE7 – To be able to collect, generate, process and analyse statistical data to support monitoring and evaluation activities. .

### Generic

- \* CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector. .
- \* CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development. .
- \* CG7 – To acquire specialized knowledge about the tourism system in order to make it possible to face challenges and provide solutions. .

### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

## Content

---

### Range of topics

1. Monitoring in tourism projects and programs
2. Definition of indicators, information needs and data collection.
3. Monitoring and indicators in the Logical Framework Matrix
4. Temporal, spatial and counterfactual comparisons
5. Experiences in Monitoring and Evaluation

## Teaching methodology

---

### In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	Lecturers allow a detailed exposition of the most important aspects of each topic, especially the new concepts. They also facilitate the understanding of the context in which each topic is placed, including the relationships between the different topics. Nevertheless students-teaching interaction through real tourism projects will be highly encouraged.	10

## Syllabus

Modality	Name	Typ. Grp.	Description	Hours
Practical classes	Readings and exercises	Large group (G)	Some sessions will be devoted to readings discussions and practical exercises on monitoring.	6
Assessment	Tutorial and final coursework draft presentation	Small group (P)	The students will be asked to define and select a set of indicators for monitoring a specific tourism project as a final coursework. The draft of this final work will be presented in class and discussed with the professor and students.	2

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 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 Aula Digital platform.

### Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Individual self-study	Studying the contents and preparing homework	Students are expected to devote 40 hours to studying the content of the course and to undertaking the assessment task.	40
Group self-study	Preparation and writing of the final coursework	Students are expected to devote 17 hours preparing, discussing and writing the final coursework.	17

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

In order to understand concepts and methodologies about monitoring and indicators design some readings on applications in the tourism field and problem solving will be compulsory. Readings and exercises will be discussed in class and will be assessed by the professor (25% of the final mark).

With the aim to apply the knowledge acquired following this subject and to develop an innovative capacity students, working in groups, have to prepare a project proposal establishing a actions to develop a tourism destination and a monitoring plan to assess the results and impacts of them. This assignment will be asses in two steps:

- 1) Preparation of a project draft and discussion of it with the professor and the classmates (15%of the final mark )
- 2) Elaboration and writing of the final version of the project proposal (60%of the final mark ).

## Syllabus

### Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

#### Readings and exercises

---

Modality	Practical classes
Technique	Other methods ( <b>non-retrievable</b> )
Description	Some sessions will be devoted to readings discussions and practical exercicis on monitoring.
Assessment criteria	To relate the theoretical concepts with case studies. Actively participate in discussions.

Final grade percentage: 25%

#### Tutorial and final coursework draft presentation

---

Modality	Assessment
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	The students will be asked to define and select a set of indicators for monitoring a specific tourism project as a final coursework. The draft of this final work will be presented in class and discussed with the professor and students.
Assessment criteria	To choose an appropriate set of indicators justifying its interest for the project proposal.  Take in account all the steps of the Logical Framework Matrix.  Realistic project activities.

Final grade percentage: 15%

#### Preparation and writing of the final coursework

---

Modality	Group self-study
Technique	Papers and projects ( <b>retrievable</b> )
Description	Students are expected to devote 17 hours preparing, discussing and writing the final coursework.
Assessment criteria	To reformulate and improve the coursework proposal and the set of indicators. Structure, clarity and formal aspects of the report will be assess.

Final grade percentage: 60%

### Resources, bibliography and additional documentation

---

Students will find in Aula Digital materials and links to the compulsory and recommended readings related with each topic of the course contents.

#### Basic bibliography

---

\* OECD (2008). Handbook on Constructing Composite Indicators, methodology and user guide. Paris.





## Syllabus

\* UNWTO (2004 ) Indicators of Sustainable Development for Tourism Destinations A Guidebook . (<http://www.e-unwto.org/doi/book/10.18111/9789284407262>)

