

## Syllabus

### Subject

<b>Subject / Group</b>	11486 - Tourism Competitiveness / 1
<b>Degree</b>	Master's in Economics of Tourism: Monitoring and Evaluation
<b>Credits</b>	3
<b>Period</b>	1st semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Vicente Ramos Mir <a href="mailto:vicente.ramos@uib.es">vicente.ramos@uib.es</a>	18:00	19:00	Thursday	02/09/2019	31/07/2020	Confirm appointment by email: <a href="mailto:vicente.ramos@uib.es">vicente.ramos@uib.es</a>
	11:30	12:30	Tuesday	02/09/2019	31/07/2020	Confirm appointment by email: <a href="mailto:vicente.ramos@uib.es">vicente.ramos@uib.es</a>

### Context

The 'Master in Economics of Tourism: Monitoring and Evaluation' (METME) has the objective to help students to develop skills and competences in Monitoring and Evaluation to improve the competitiveness and sustainability of tourism economies.

In this context, the course "Tourism competitiveness" is part of the compulsory courses integrated under the theme "Competitiveness and sustainability." This initial module will provide students with a contextualization of part of the concepts and the theoretical and empirical framework that will be developed in the subsequent courses.

### Requirements

There are no specific requirements apart from those related to the acceptance to the master program.

### Skills

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### Specific

- \* CE2 – To build conceptual models of the competitiveness of the productive as well as the social, environmental and institutional settings of tourism economies
- \* 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

### 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
- \* CG4 – To be able to interpret and evaluate critically the results obtained regarding the sustainability and competitiveness of the tourism system
- \* CG7 – To acquire specialized knowledge about the tourism system 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

- Topic 1. INTRODUCTION AND CONCEPTUAL APPROACH TO TOURISM COMPETITIVENESS
- Topic 2. SHORT-RUN COMPETITIVENESS
- Topic 3. LONG-RUN COMPETITIVENESS MODELS
- Topic 4. THE MEASUREMENT OF COMPETITIVENESS

## Teaching methodology

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

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures with student participation	Large group (G)	Develop the content of the course	10
Practical classes	Computer work	Large group (G)	Use of internet access to gather information and implement the content developed at Lectures	6
Assessment	Exam	Large group (G)	Final exam	2

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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
Group or individual self-study	Preparation and widening of the lectures	Students should prepare and complement the content of the lectures from the bibliography and the notes in class  Students will need to prepare the final project for their oral presentation	57

### 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

#### Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "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".

#### Lectures with student participation

Modality	Theory classes
Technique	Other methods ( <b>non-retrievable</b> )
Description	Develop the content of the course
Assessment criteria	Participation in class

Final grade percentage: 10%

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### Computer work

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Modality	Practical classes
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	Use of internet access to gather information and implement the content developed at Lectures
Assessment criteria	Assessment of the final project and the homework

Final grade percentage: 45%

### Exam

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Modality	Assessment
Technique	Objective tests ( <b>retrievable</b> )
Description	Final exam
Assessment criteria	Final exam

Final grade percentage: 45%

## Resources, bibliography and additional documentation

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### Basic bibliography

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The Travel & Tourism Competitiveness Report 2017 WEF

### Complementary bibliography

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Tourism, Technology and Competitive Strategies (1996); Auliana Poon. ISBN : 0851987516  
The Competitive Destination: A Sustainable Tourism Perspective (2003) Geoffrey I. Crouch and J.R. Brent Ritchie  
Competitiveness in the Tourism Sector (2008); Hong, W.Ch. doi: 10.1007/978-3-7908-2042-3\_1  
Competitiveness and Tourism (2012) Edited by Geoffrey I. Crouch and J.R. Brent Ritchie

