

Syllabus

Subject

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

Professors

| Lecturers | Office hours for students | | | | | |
|--|---------------------------|----------------|-----------|------------|------------|-----------------------------------|
| | Starting time | Finishing time | Day | Start date | End date | Office / Building |
| Catalina Natividad Juaneda | 11:15 | 12:15 | Wednesday | 01/10/2019 | 31/01/2020 | Despatx DB229/ G.M. Jovellanos |
| Sampol nati.juaneda@uib.es | 12:30 | 13:30 | Wednesday | 10/02/2020 | 30/06/2020 | Despatx DB229/ G.M. Jovellanos |

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

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.

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- * 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/

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. | 8 |
| Practical classes | Readings and exercises | Large group (G) | Some sessions will be devoted to readings discussions and practical exercises on monitoring. | 6 |
| Assessment | Final coursework | 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. | 2 |

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| Modality | Name | Typ. Grp. | Description | Hours |
|------------|------------|-----------------|---|-------|
| Assessment | Final exam | Large group (G) | To asses the understanding of concepts, definitions and methodologies an exam will take place at the end of the course. | 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 (20% 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. Elaboration and writing of the project proposal will be assess (50% of the final marc).

The understanding of concepts and definitions and methodologies will be assess by a written exam(30% of the final marc) .

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".



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Readings and exercises

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

Final grade percentage: 20%

Final coursework

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|---------------------|---|
| Modality | Assessment |
| Technique | Papers and projects (non-recoverable) |
| Description | The students will be asked to define and select a set of indicators for monitoring a specific tourism project as a final coursework. |
| 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: 50%

Final exam

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|---------------------|--|
| Modality | Assessment |
| Technique | Objective tests (recoverable) |
| Description | To assess the understanding of concepts, definitions and methodologies an exam will take place at the end of the course. |
| Assessment criteria | Understanding of concepts and definitions Correct application of methodologies |

Final grade percentage: 30%

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

