



Universitat de Lleida

# DEGREE CURRICULUM **PUBLIC MANAGEMENT OF TOURISM**

Coordination: MARINÉ ROIG, ESTELA

Academic year 2016-17

## Subject's general information

<b>Subject name</b>	PUBLIC MANAGEMENT OF TOURISM			
<b>Code</b>	102640			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Typology	Modality
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
<b>ECTS credits</b>	6			
<b>Groups</b>	1GG			
<b>Theoretical credits</b>	0			
<b>Practical credits</b>	0			
<b>Coordination</b>	MARINÉ ROIG, ESTELA			
<b>Department</b>	ADMINISTRACIO D'EMPRESES I GESTIO ECONOMICA DELS RECURSOS NATURALS			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	English			
<b>Office and hour of attention</b>	Tuesdays and Thursdays from 10:00 to 14:00h			

Professor/a (s/es)	Adreça electrònica professor/a (s/es)	Crèdits	Horari de tutoria/lloc
MARINÉ ROIG, ESTELA	estela.marine@aegern.udl.cat	6	

## Subject's extra information

Public management in tourism is a key aspect for the proper functioning, sustainability and promotion of tourist destinations at all territorial levels. This course will discuss the relationships between the public and the private sectors in tourist destinations. We will see how to prepare management plans for tourist destinations with a focus on sustainable development. We will thoroughly discuss the positioning and the brands of tourist destinations. We will learn promotional aspects (e-marketing, online presence destination) and destination strategy for the development of tourism products. This subject emphasizes what aspects should be taken into account to monitor and evaluate destinations. We will use relevant statistical publications at international, national and Catalan levels. We will see different structures and regional and local tourism policies focusing on the Catalan tourism organization (tourism boards and tourist offices, tourist departments, etc.). We will talk about Smart Destinations, etc.

This course provides an overview of various aspects from the perspective of public management and combines different theoretical contents with numerous case studies and exercises, with a very important emphasis on the use of new technologies and social media.

This subject is fully taught in English. The use of English will be fostered throughout the course. Exercises and practices will be submitted in English.

## Learning objectives

After successful completion of this course, students will be able to

- Demonstrate an understanding of the concepts and characteristics of tourism as an area of academic and applied management study
- Provide a coherent, broad-based and multi-disciplinary programme of study which seeks to define, research and contextualise, through vocational experience, the conceptual and applied operational realities of tourism management
- Analyse a destination in terms of competitiveness and management attributes
- Demonstrate an understanding of the relationships and impacts between tourism and the economies, communities and environments in which it takes place
- Develop appropriate policies and strategies for the sustainable development and management of tourism resources

## Competences

### General competences

- Capacity for analysis and synthesis
- Capacity for organisation and planning
- Capacity for teamwork and leadership
- Capacity for working and learning autonomously, and for interacting with other people by means of cooperation and collaboration
- Capacity for acting with rigour, making a personal commitment and upholding quality standards

### Specific competences

- To set up and manage a tourist service company based on and in response to the changes that occur in the context in which it operates
- To perform the aforementioned functions in the different functional areas of a tourist company or institution
- To apply instrumental techniques to the analysis and resolution of business problems, and to the decision-making process
- To identify, manage and design strategies and management plans for tourist areas and destinations based on sustainability principles
- To find the right balance between management goals and tourism management in order to achieve a satisfactory tourism experience that is also culturally legitimate.

## **Strategic competences:**

- Command of oral and written communication
- Knowledge and command of English as a foreign language
- Command of IT

## **Subject competences:**

- Multidisciplinary research skills relevant to the context of tourism and public management issues
- Understanding of the products, structure of and interactions in the tourism industry, for example the relationship between public, private and not-for-profit sectors and their activities
- Comprehensive understanding of the challenges associated with effective management of a destination
- Awareness on the range and types of tourism planning approaches
- Knowledge and ability to think conceptually about the process of reforms in public management of tourism

## Subject contents

### **1. Public management and the private sector**

- 1.1. The role of the public sector in tourism
- 1.2. Strengths and weakness of types of governance
- 1.3. Public-private relationships by type of governance
- 1.4. Taula del Turisme de Catalunya

### **2. Destination planning and sustainable development**

- 2.1. Principles for developing destination management plans
  - Agreeing to plan together [Why do this and who to involve?]
  - Gathering the evidence [How well are we doing now?]
  - Setting the direction [Where do we want to get to?]
  - Identifying the action [What do we need to do to get there?]
  - Measuring progress and keeping it going [Have we got there yet?]
- 2.2. VICE: a model for sustainable destination management
  - Visitor
  - Industry
  - Community
  - Environment
- 2.3. The management of responsible tourism in destinations

## 2.4. The strategic tourism plan for Catalonia 2013-2016

### 3. Positioning and branding the destination

- 3.1. Competitive positioning of destinations
- 3.2. Benefits of effective destination branding
- 3.3. Brand building process
- 3.4. Developing the brand identity
- 3.5. Tourist brands of Catalonia

### 4. Destination marketing and destination strategy for tourism product development

- 4.1. E-marketing for tourism destinations
  - Activities to support the tourism suppliers in the destination
  - Supporting the travel trade in source markets
- 4.2. Building the destination's online presence
  - Developing content
  - Official tourism websites
  - Social media in tourism
  - Mobile tourism
- 4.3. Policies and systems to develop destination products
- 4.4. The role of destination authorities in tourism product development
- 4.5. Catalonia tourism marketing plan 2013-2015

### 5. Destination monitoring and evaluation

- 5.1 Measuring overall tourism performance
  - Indicators of sustainable development for tourism destinations
  - The European tourism indicator system
- 5.2. Auditing the visitor and resident experience
- 5.3. Determining the local economic impact of tourism
- 5.4. Determining local recreational carrying capacity
- 5.5. Relevant publications:
  - UNWTO yearbook of tourism statistics
  - UNWTO tourism highlights
  - Eurostat regional yearbook: Tourism
  - Flash Eurobarometer: Preferences of Europeans towards tourism
  - TourSpain: Tourism annual reports (FronTur, EgaTur, FamiliTur, ...)
  - GenCat: Tourism annual reports (Balanç, Principals magnituds, Xifres, ...)
  - BCN: Tourism statistics in Barcelona and regions

## 6. Regional and local tourism structures and policies and Smart Destinations

- 6.1. The tourism law of Catalonia
- 6.2. The Directorate General for Tourism
- 6.3. The Catalan Tourist Office Network
- 6.4. The Catalan Tourist Board (ACT)
- 6.5. The future of destination management: Smart Destinations

## Methodology

Continuous assessment.

Combination of master classes, cas studies, in class case resolutions, assessment tests, practical projects.

## Development plan

Week	Description	In class activities	HTP (2) (hours)	Autonomous work and activities	HTNP (3) (Hours)
1-2	Presentation of the course and <b>1. Public management and the private sector</b>	Master class	7h	Recommended readings and preparation of the first practice	5h
3-5	<b>2. Destination planning and sustainable development</b>	Master class and class exercises	10,5h	First practice preparation	10h
6-8	<b>3. Positioning and branding the destination</b>	Master class and class exercises. First Evaluation	10,5h	Study for the evaluation and preparation of the second practice	20h
10-12	<b>4. Destination marketing and destination strategy for tourism product development</b>	Master class and class exercises	7h	Second practice preparation	10h
13-14	<b>5. Destination monitoring and evaluation</b>	Master class and class exercises	7h	Third practice preparation	10h
15-16	<b>6. Regional and local tourism structures and policies</b>	Master class, class practices and oral presentations	8h	Preparation of the third practice and oral presentations	10h

17		Second evaluation	2h	Study for the second evaluation	10h
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## Evaluation

Subcompetences/ Objectives	Evaluation activities  Criteria	%	Dates	O/V (1)	I/G (2)
Understanding of the products, structure of and interactions in the tourism industry, for example the relationship between public, private and not-for-profit sectors and their activities Comprehensive understanding of the challenges associated with effective management of a destination Awareness on the range and types of tourism planning approaches Knowledge and ability to think conceptually about the process of reforms in public management of tourism	Virtual Test 1: Themes 1 - 3	20	Week 8: 3rd November	O	I
Understanding of the products, structure of and interactions in the tourism industry, for example the relationship between public, private and not-for-profit sectors and their activities Comprehensive understanding of the challenges associated with effective management of a destination Knowledge and ability to think conceptually about the process of reforms in public management of tourism	Virtual Test 2: Themes 4-6	20	Week 17: 12th January	O	I
To identify, manage and design strategies and management plans for tourist areas and destinations based on sustainability principles To find the right balance between management goals and tourism management in order to achieve a satisfactory tourism experience that is also culturally legitimate. Command of oral and written communication Understanding of the products, structure of and interactions in the tourism industry, for example the relationship between public, private and not-for-profit sectors and their activities	Practice 1: Related to themes 1 and 2	15	Week 6	O	I
Command of oral and written communication Comprehensive understanding of the challenges associated with effective management of a destination Awareness on the range and types of tourism planning approaches Knowledge and ability to think conceptually about the process of reforms in public management of tourism	Practice 2: In relation to themes 3 and 4	15	Week 11	O	I
Command of IT Multidisciplinary research skills relevant to the context of tourism and public management issues Command of oral and written communication	Practice 3: In relation to themes 5 and 6	20	Week 16	O	I
Multidisciplinary research skills relevant to the context of tourism and public management issues Command of oral and written communication	Attendance, participation and class exercises	10	Along the semester	O	I

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- UNWTO (2009). *Handbook on tourism destination branding*. Madrid: World Tourism Organization. ISBN: 9789284413119
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