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| COURSE DESCRIPTION | | | | | | | | | | | | | |
| **Course instructor** | | | Esther Martínez, Ph.D., Associate Professor, University of Girona | | | | | | | | | | |
| Name of the course | | | **Destination Economic Management** | | | | | | | | | | |
| Study programme | | | **Master in Sustainable Outdoor Hospitality Management** | | | | | | | | | | |
| Status of the course | | | Compulsory | | | | | | | | | | |
| Year of study | | | Year 2, Semester 3 | | | | | | | | | | |
| ECTS credits and manner of instruction | | | ECTS credits | | | | 3 | | | | | | |
| Number of class hours (L+E+S) | | | | 30 (15+0+15) | | | | | | |
|  | | | | | | | | | | | | | |
| *1. Course objectives* | | | | | | | | | | | | | |
| Economic Management for Tourist Destinations. Taxes, fees and prices as modular tools of the tourism activity. Effective provision and financing of public tourism resources and attractions. | | | | | | | | | | | | | |
| *2. Course enrolment requirements* | | | | | | | | | | | | | |
| None. | | | | | | | | | | | | | |
| *3. Expected learning outcomes* | | | | | | | | | | | | |
| * Advanced knowledge and understanding of the tourism phenomenon, and the political, social, economic and technological contexts that influence tourism and its future. * a proactive, research-informed and reflective approach to destination management issues. * a comprehensive integration of theories in complex practical situations. * knowledge and understanding of stakeholders, organisations, and how their business functions and processes are managed. * critically assess aspects and implications of international tourism environments * integrate and synthesise evidence from a range of sources to support findings, proposed solutions and suggested interventions * successfully explore international and intercultural contexts of a destination and its actors, and apply this knowledge into strategies for tourism management. * conduct research into tourism issues, either individually or as part of a team; * prepare and present academic and professional reports. * develop and reinforce attitudes and skills for lifelong learning in changing and complex environments. | | | | | | | | | | | | |
| *4. Course content* | | | | | | | | | | | | |
| 1. The public sector intervention in the economy: Market failures in tourism. Economic growth. Distributional and equity issues.  2. Taxes and other instruments for the public sector's economic management of destinations.  3. Case studies. | | | | | | | | | | | | |
| *5. Manner of instruction* | | | | lectures  seminars and workshops  exercises  distance learning  fieldwork | | | individual assignments  multimedia and network  laboratories  mentorship  other Case study | | | | | |
| *6. Comments* | | | | **-** | | | | | | | | |
| *7. Student responsibilities* | | | | | | | | | | | | |
| Independent work and group work, attend classes | | | | | | | | | | | | |
| *8. Monitoring of student work* | | | | | | | | | | | | |
| Class attendance | *1* | Class participation | | | *0,1* | Seminar paper | |  | | Experimental work | |  |
| Written exam | *0,5* | Oral exam | | |  | Essay | | *0,5* | | Research | |  |
| Project |  | Continuous assessment | | | *0,6* | Report | |  | | Practical work | |  |
| Portfolio |  | Case study | | | *0,3* |  | |  | |  | |  |
| *9. Assessment of learning outcomes in class and at the final exam (procedure and examples)* | | | | | | | | | | | | |
| Half of the final mark will be the result of student's work on case studies and exercises (25% each); the other half will be the result of an exam at the end of the course.  A minimum of 5 out of 10 points is necessary to pass the subject.  The subject follows the system of continuous assessment. In case the subject is not passed, there will be an option for a retake exam that will include all the content of the subject. If only the exam is failed, it can also be retaken. | | | | | | | | | | | | |
| *10. Mandatory literature (at the time of submission of study programme proposal)* | | | | | | | | | | | | |
| * Stiglitz, Joseph E (2000). *Economics of the public sector*(3rd ed.). New York [etc.]: W.W. Norton. * Stiglitz, J. (2003). *The Economics of the public sector* (3). New York [etc.]: W.W. Norton. * Dwyer, L et al (2006). *International handbook on the economics of tourism*(2006, 2011). Cheltenham [etc.]: Edward Elgar, 2006: Cheltenham [etc.]: Edward Elgar, 2006. * Dwyer, Larry (cop. 2010). *Tourism economics and policy.* Bristol: Channel View. * Vanhove, Norbert (2005). *The Economics of tourism destinations.* Oxford, [et al.]: Elsevier. * Bull, Adrian (1994). *La Economía del sector turístico.* Madrid: Alianza. * Reece, William S (cop. 2010). *The Economics of tourism.* Upper Saddle River: Prentice Hall. | | | | | | | | | | | | |
| *11. Optional/additional literature (at the time of submission of the study programme proposal)* | | | | | | | | | | | | |
| * Sinclair, M. Thea (1997). *The Economics of tourism.* London (etc.): Routledge. | | | | | | | | | | | | |
| *12. Number of assigned reading copies in relation to the number of students currently attending the course* | | | | | | | | | | | | |
| *Title* | | | | | | | | | *Number of copies* | | *Number of students* | |
| * Stiglitz, Joseph E (2000). *Economics of the public sector*(3rd ed.). New York [etc.]: W.W. Norton. | | | | | | | | | *5* | | *30* | |
| * Stiglitz, J. (2003). *The Economics of the public sector* (3). New York [etc.]: W.W. Norton. | | | | | | | | | *5* | | *30* | |
| * Dwyer, L et al (2006). *International handbook on the economics of tourism*(2006, 2011). Cheltenham [etc.]: Edward Elgar, 2006: Cheltenham [etc.]: Edward Elgar, 2006. | | | | | | | | | *5* | | *30* | |
| * Dwyer, Larry (cop. 2010). *Tourism economics and policy.* Bristol: Channel View. | | | | | | | | | *5* | | *30* | |
| * Vanhove, Norbert (2005). *The Economics of tourism destinations.* Oxford, [et al.]: Elsevier. | | | | | | | | | *5* | | *30* | |
| * Bull, Adrian (1994). *La Economía del sector turístico.* Madrid: Alianza. | | | | | | | | | *5* | | *30* | |
| * Reece, William S (cop. 2010). *The Economics of tourism.* Upper Saddle River: Prentice Hall. | | | | | | | | | *5* | | *30* | |
| *13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences* | | | | | | | | | | | | |
| The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of University of Girona and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management. | | | | | | | | | | | | |