

Code - Course	064505 – Tourism Project Management		
Thematic Area	Tourism Project management	Year	Fourth
Course Type	Optional (hotel management specialization)	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

Today any organization who wants to meet new challenges for the future in order to improve or accomplish a specific goal does so by implementing a project. Developing a project means the identification of objectives or goals, resource planning to achieve them and the following evaluation of the work done within a specific time framework. Project management, despite having its origins in disciplines of a more technical nature, also makes sense in service companies and more specifically in the tourism sector.

The basic idea of this course is to show and teach students everything that involves the management process of a tourism project from the most practical approach so that they can apply and develop the knowledge gained throughout the degree in a particular real context.

Students will learn about the different tools that contribute to the right planning of a project management as well as the key processes involved. Besides, students will be asked to carry out a mock group project based on the introductory theory and where they will have the opportunity to put into practice all the previous learning, developing and integrating all the different stages contained in the implementation of a project.

Student work groups will be provided tutored monitoring, assistance and guidance from the beginning to the completion of their projects, which will be presented in the classroom at the end of the course.

Key words: Project, resource planning, Project management

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Have business vision.

GS05- Teamwork.

GS06- Be customer-oriented.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects

SS16- Manage financial resources

ACADEMIC CONTENTS

1. An introduction to project management.
2. People who intervene in a project.
3. Project design (analysis section).
4. Project design (proposed solutions section).
5. Measurement indicator design.
6. Project planning.
7. Project monitoring.
8. Final course practice.
9. Public presentation of projects.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussion
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	50 %	60 %
Individual Written Final Exam	40 %	40 %
Attendance and participation	10 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

PROJECT MANAGEMENT INSTITUTE. (2004) Guía de los fundamentos de la dirección de proyectos, Tercera Edición. Guía del PMBOK®.

NOKES Y GREENWOOD. (2006), La guía definitiva de la gestión de proyectos, Pearson Educación, Madrid.

SYLLABUS

Tourism Degree

HAZEBROUCQ, JEAN MARIE. (1999), Management des projets de tourisme et de loisirs, Gaëtan Morin Éditeur, Paris.

CAMACHO, H., CAMARA, L., CASCANTE, R., SAINZ, H. El enfoque del marco lógico: 10 casos prácticos. Ed. Fundación Cideal.

GOLDRATT, ELIYAHU M.; SCHRAGENHEIM, ELI; PTAK, CAROL A. Necesario pero no suficiente: una novela empresarial sobre la teoría de las limitaciones. Ed. Díaz de Santos.

PEREÑA BRAND, JAIME. Dirección y Gestión de Proyectos. Ed. Díaz de Santos.

MIHALKO, MICHAEL. Thinkertoys. Cómo desarrollar la creatividad en la empresa. Editorial Gestión 2000.

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BUZAN, TONY. El libro de los Mapas Mentales. Editorial Urano.