

Code - Course	064535 – Emerging Markets in Tourism and Keys to Competitive Success		
Thematic Area	Tourist services and business management	Year	Third / Fourth
Course Type	Optional (Tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

Understanding the opportunities and challenges posed by the development of new tourism markets in emerging destinations is crucial for the tourism businesses today, as this will ensure a sustainable growth and the diversification required to meet their customers' needs.

This course focuses on destinations and internationalization of the tourism businesses and analyzes the advantages offered by the emerging markets. Finally, a customer-centric approach is addressed to develop and grow new markets and determine which ones are the most attractive and relevant according to the customers' demand.

GENERAL SKILLS

GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

SS10- Market tourism products, services, and projects

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

ACADEMIC CONTENTS

1. Internationalization of a tourism company.
2. Tourism emerging markets.
3. The new tourists.

4. New tourism needs and emerging products.

LEARNING METHODOLOGY

The teaching-learning methodologies applied for this subject include an array of activities and actions so as to respond to the acquisition of the key competencies related to the subject and which imply the development of different skills:

- Lectures
- Explanatory lessons
- Guided discussion
- Group work
- Individual work
- Practical exercises
- Case studies
- Readings

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
Resolution of practical exercises	60 %	40 %
Individual Written Final Exam	40 %	60 %

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

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Berger, F; Brownell, J. (2008). Organizational Behavior for the Hospitality Industry. Pearson Education. New Jersey

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David J. Teece1 (2013) Knowledge, Entrepreneurship, and capabilities: Revising the Theory of the mNE. *Universia Business Review*

UNWTO Tourism Towards 2030, Global overview

UNWTO Tourism Highlights, 2014 Edition

World Travel Market Global Trends Report, 2014, Passport Euromonitor International

The new online travel consumer, Passport Euromonitor international

The Chinese Outbound Travel Market – 2012 Update. Published by the World Tourism Organization and the European Travel Commission

The Russian Outbound Travel Market with Special Insight into the Image of Europe as a Destination. Published by the World Tourism Organization and the European Travel Commission

SYLLABUS

Tourism Degree

AM Report: The power of youth travel Estudio del Viajero Español 2012- LookInside.travel
Agència Catalana de Turisme. Memòria 2012