Tourism and internationalization

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

Másteres Universitarios

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.

GENERAL DATA

Brief description

The general objective of the course is to provide students with knowledge, techniques and business tools, both theoretical and practical, applied to the tourism industry, with special emphasis on internationalisation.

Name

Tourism and internationalization

Code

102829

Academic year

2024-25

Degree

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

ECTS Credits

1

Type

ELECTIVE

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

• Introduction to the tourism industry. Implications of the tourism industry and its importance.

• Life cycle and tourist motivations.

• Tourism marketing mix.

• Global tourism trends.

• Case studies in the tourism industry

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO7 - To know the structure and functioning of the organisations and institutions that support companies’ internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA1.- Master classes	8	100
TA2.- Practical classes	5	100
TA3.- Individual and group work	15	0
TA4.- Tutorials	2	100
TA5.- Individual student work	20	0

Teaching methods

• Expository master class: the lecturer explains the key and cutting-edge notions for the discipline in question.

• Individual student work: readings, reports, technical notes, self-assessment questionnaires, and research for additional information.

• Teaching assignments – interactive face-to-face classes: discussion seminars and workshops.

• Case studies, problem-solving and practical exercises in groups or individually: resolution, sharing and discussion in class, through seminars, of previously chosen case studies.

Learning outcomes

• To understand the importance of the tourism industry.

• To understand the tourism industry at a global level and its international expansion process.

• To understand the life cycle of tourist destinations, and tourist motivations.

• To know the fundamental tools in the international marketing mix policy applied to the tourism industry.

• To develop the analytical capacity to solve problems derived from implementing the strategy and marketing of companies in the tourism industry.

• To understand the main trends in the global tourism industry

EVALUATION

Evaluation system

Evaluation Criteria (E.C.)
The assessment process requires the use of appropriate measurement techniques to obtain the information necessary to assess the acquisition of competences by students.

Thus, the assessment activities represent the organised set of techniques, situations, resources and specific procedures used to carry out the assessment of the competences acquired by the students at each point of the assessment. In the case of this subject, the acquisition of competences will be assessed on the basis of the following criteria and sources of assessment:

E.C.1. Presenting the contents of the subject in written form and with accuracy.
Evaluation source (ES1): Written tests that allow all levels of student knowledge to be assessed, as they require students to reflect on the questions posed and to structure their answers. The content of the written tests will be coherent with the objectives and learning outcomes for the subject. The content of the written tests will be oriented towards reasoning and comprehension and will be in line with the competences to be assessed. Written tests may include the following types of content:

• Multiple-choice and short-answer questions: This type of content allows the level of conceptual knowledge and comprehension of the students to be assessed. It consists of concrete questions on a specific aspect aimed at demonstrating certain properties or applying certain principles. The questions can be marked quickly and easily, which allows for reinforcement of the students’ learning of the assessed concepts.

• Development questions: As well as allowing the assessment of the conceptual knowledge acquired by the students, this type of open-ended content allows them to evaluate their organisational capacity for summary and written communication, as well as to respond deductively to questions. On the contrary, they are slower to mark and more subjective.

• Cases of discussion or problems: The aim of this type of question is for the student to apply the theoretical knowledge learnt to the discussion of a business problem in such a way as to provide possible solutions to it, based on the basic concepts assimilated.

C.E.2. Participating actively in classroom work and attending regularly.
Evaluation source (FE2): Participation, case studies worked on in class, or attendance control.

Evaluation systems
In accordance with the objectives to be achieved and the teaching methodology to be applied, the assessment system to be used in the ordinary (1st) exam session will be composed of:

• Knowledge tests: final exams

• Content of the group work and, where appropriate, of the oral presentation

• Evaluation of participation in classroom and/or on-line activities.

The final exam will be face-to-face and may be theoretical-practical, and may consist of multiple-choice questions, developmental questions, discussion questions, problem-solving, cases, oral tests, etc. Specific criteria may be established for passing the exam.

In this sense, in the first ordinary exam session for the same academic year, the assessment criteria to be applied will be the following:

• Knowledge tests: final exams(50% of the final grade).

• Assessment of practical activities and, where appropriate, of the oral presentation (50% of the final grade). This includes group work.

In order for the two grades to be counted, a minimum of 5 out of 10 points must be obtained on the paper. In case of failures, the grades for the assignments will be maintained in the following ordinary and extraordinary exam sessions, in accordance with the regulations applicable at that time.

The lecturer may increase or decrease the final grade achieved by up to +/- 10% according to the participation of each student, both quantitatively (number of interventions) and, mainly, qualitatively (timeliness and quality of interventions), as well as the attitude and attention given during the teaching sessions.

In the 2nd and subsequent exam sessions, 100% of the grade will depend exclusively on the exam. The type of examination may be a multiple-choice or essay type, oral, mixed or assignment. The student will be informed of the type(s) of test(s) in good time.

FACULTY

Coordinator/s

Arteaga Ortiz, Jesús

Catedrático de Universidad en Internacionalización de Empresas
Experto académico para la U.E.
Doctor en Ciencias Económicas y Empresariales
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BIBLIOGRAPHY AND LINKS

Bibliography

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• Kotler, Philip, Bowen, John T., and Makens, James (2015). Tourism Marketing, 6th ed. Pearson. Madrid: Spain.

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