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Code - Course	063505 – Tourism Project Management				
Type	Elective: specialization		Year	3 rd	
Thematic Area	Tourism and Culture		Credits	4.5 ECTS	
Teacher in charge of the course			Marc Ambit		
In-class	45 hours	Teacher-led	30 hours	Individual	38 hours

BRIEF COURSE DESCRIPTION

Nowadays, any organization, when facing a challenge in order to improve or attain some precise goal does it through the implementation of a project. A project means the identification of a set of goals or objectives, the plan of a pool of resources to attain them, and the ulterior evaluation of the effort done in a precise time frame. Project management, even if it has its origins rooted in more technical disciplines, also has found its place in the service-oriented companies, also in the ones in the touristic sector.

The concept of the subject is to show the students everything that implies the process of managing a touristic project from a practical point of view, in a way that they are able to apply and develop in a precise and realistic framework the knowledge acquired throughout the degree. Several tools and techniques will be studied, ones that contribute to a correct plan of a project, as well as the key processes that intervene.

The competences developed throughout the course will allow the student to develop highly required skills in the contemporary moment of unprecedented change. Managing a project implies thinking critically and out of the box. It also requires people management skills to coordinate the team towards a common goal. Finally, it will imply the student to be flexible and adaptable to the challenges faced on the way, cause no project is identical to another.

Over an introductory theoretical basis, the student will be asked, as part of a team, to design and implement a project, in an experiential and role-playing practice that will allow him/her not only to put into practice all the tools, techniques and methods learned in the lecture sessions but to experience first-hand what it means to face the challenge of making a real project, overcoming risks and confronting problems and unforeseen events that may arise, as well as interacting in a simulated way with clients and potential investors. In a 100% realistic and professional environment, there will be a tutored follow-up of the work to, finally, publicly present your project in front of investors.



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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.

GENERAL SKILLS

GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

GS06- Be customer-oriented.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

GS09- Work in an international context.

SPECIFIC SKILLS

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

SS10- Market tourism products, services, and projects.

LEARNING OBJECTIVES

1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. To deepen in the content of the main regulatory norms of the tourist activities linked to this matter.
3. Know the processes of planning and organizing events and major events such as fairs and conferences.
4. Know and identify the new tendencies in the practice of tourist activities.
5. Know instruments and mechanisms for obtaining financial resources.
6. Develop skills related to the planning, organization and management of the operation of tourist establishments.
7. Manage the phases of the opening of tourist establishments (obligations of the property and obligations of the manager).
8. Develop skills related to innovation and creativity for the creation of tourism products and services.



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ACADEMIC CONTENTS

1. Introduction to project management
 - 1.1. Definition of "project"
 - 1.2. Project management
 - 1.3. Objectives of a project
 - 1.4. Key processes in Project Management
 - 1.5. Phases in Project Management
 - 1.6. Projects in the tourism sector
 - 1.7. Project Management Methodologies (Waterfall, Agile, Kanban, etc.)
2. The roles in a Project
 - 2.1. The project team
 - 2.2. The project manager
 - 2.3. The customers
 - 2.4. The stakeholders
 - 2.5. The sponsors
3. Research and conceptualization
 - 3.1. Collection of Information and/or requirements
 - 3.2. SWOT analysis in projects
 - 3.3. Other common analysis tools
4. Design of a project
 - 4.1. Structure of Objectives
 - 4.2. Creativity techniques applicable to projects
 - 4.3. Business Model Canva and MK Mix in Project Management
5. Design of indicators
 - 5.1. Indicator concept
 - 5.2. The indicator variable or parameter
 - 5.3. Creation of an indicator
6. Planning a project
 - 6.1. The Technical Organization Chart or WBS
 - 6.2. Efficiency improvement techniques
 - 6.3. Resolution of planning conflicts
 - 6.4. Duration estimation
 - 6.5. Planning with computer tools (Project Libre)
7. Implementation of a project
 - 7.1. Interactions within the team
 - 7.2. Prototyping
 - 7.3. Adapting to changes
 - 7.4. Correction of deviations
 - 7.5. Monitoring with IT tools
 - 7.6. Implement in an agile environment
8. Preparation of a project (supervised)



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- 8.1. Design of an MVP (Minimum Viable Product Version) of the project
- 8.2. Self-evaluation of the MVP
9. Public presentations of the projects
 - 9.1. Building a 'deck' of presentations
 - 9.2. Transforming a 'deck' into a 'pitch presentation' |

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning |

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.



Activities	Type	Continuous	Single	Week deadline
Active in-class participation	Individual	10%	0%	Throughout the semester
Final project	Group	50%	60%	From week 2 until the end
Final Exam	Individual	40%	40%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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