

Syllabus

Subject

Subject / Group	11488 - Monitoring and Evaluation for an Optimal Governance / 1
Degree	Master's Degree in Economics of Tourism: Monitoring and Evaluation
Credits	3
Period	First semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Ángel Bujosa Bestard angel.bujosa@uib.es	12:00	13:00	Thursday	01/09/2018	31/07/2019	DB256 (demander cita prèvia per e-mail)

Context

Tourism programs and projects are designed to reach certain goals. Monitoring and Evaluation (M&E) can help organizations to understand whether such programs and projects actually work, as well as the level and nature of the impacts they generate. This course will provide an overview of the different approaches available to monitor and evaluate tourism projects in the context of a Results-Based Management (RBM). RBM and M&E are essential components of the governance structure because they provide critical information and empower decision-makers to make better-informed decisions.

Requirements

There are no requirements for taking this course.

Skills

Specific

- * CE1 – To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships .
- * CE4 – To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region .

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Generic

- * CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector .
- * CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development .
- * CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions .

Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Range of topics

- Unit 1. Tourism governance and management
 - 1.1. Introduction and basic concepts
 - 1.2. Governance at central level
 - 1.3. Governance at sub-national level
 - 1.4. Management in tourism destinations
- Unit 2. Tourism planning
 - 2.1. Origin and basic concepts
 - 2.2. The importance of planning tourism
 - 2.3. Strategic planning
 - 2.4. Program/project planning
 - 2.5. Agents influencing planning
- Unit 3. Introduction to program/project evaluation
 - 3.1. Origin, definition and rationale
 - 3.2. Principles and criteria of evaluation
 - 3.3. Types of evaluation
 - 3.4. The monitoring and evaluation framework

Teaching methodology

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical Lessons	Large group (G)	The theoretical foundations that students must acquire during the course will be presented in these classes. The theoretical lessons will follow the program presented above.	10



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Modality	Name	Typ. Grp.	Description	Hours
Practical classes	Practical Lessons	Large group (G)	The practical lessons are intended to encourage the exchange of views between participants and to facilitate the use of theoretical knowledge into reality through the study and discussion of papers and case studies.	6
Assessment	Final exam	Large group (G)	Final exam to evaluate the acquired knowledge.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Individual self-study	Individual study time	Individual study to acquire the contents developed in the course.	40
Group self-study	Group study time	Study in group to acquire the contents developed in the course.	17

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

The final mark will be calculated following the percentages shown below. However, a minimum mark of at least 4 points (over 10) is required in the final exam to pass the course. In addition, students are required to attend, at least, 80% of classes to pass the subject.

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

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Practical Lessons

Modality	Practical classes
Technique	Papers and projects (retrievable)
Description	The practical lessons are intended to encourage the exchange of views between participants and to facilitate the use of theoretical knowledge into reality through the study and discussion of papers and case studies.
Assessment criteria	<p>The student will be required to prepare a case study where he/she will have to apply the knowledge acquired during the course to a real tourism destination. The case study represents the 50% of the final grade and can be retrieved in the extraordinary period of assessment.</p> <p>The assessment of the case study will take into consideration (but won't belimited to) the following issues: the structure and coherence of the contents, the writing quality (spelling mistakes, clarity in the written statement of arguments, etc.) and the oral presentation. The oral presentation will take place in one of the practical lessons and will be worth the 20% of the final grade of the subject. The remaining 30% of the grade will be awarded to the written project.</p>

Final grade percentage: 50%

Final exam

Modality	Assessment
Technique	Short-answer tests (retrievable)
Description	Final exam to evaluate the acquired knowledge.
Assessment criteria	Written examination to assess the knowledge acquired by students using short-answer questions. This exam represents the 50% of the final grade and can be retrieved in the extraordinary period of assessment.

Final grade percentage: 50%with a minimum grade of 4

Resources, bibliography and additional documentation

There are some handbooks that you might find particularly useful (see the basic bibliography below). All cover most of the theoretical and conceptual material in this course. There are available copies of them in the library. Complementary material and guidelines will be provided during the course on the Aula digital elearning platform.

Basic bibliography

- * Hall, C.M. (2008). *Tourism planning: policies, processes and relationships*. Harlow, England: Pearson/ Prentice Hall.
- * Inskip, E. (1994). *National and regional tourism planning: methodologies and case studies*. London: Routledge.
- * Kettner, P.M.; Moroney, R.M.; Martin, L.L. (2017). *Designing and Managing Programs: An Effectiveness-Based Approach*. Thousand Oaks, California: SAGE Publications, Inc.
- * Morrison, A.M. (2013). *Marketing and Managing Tourism Destinations*. Oxford: Routledge.
- * Rossi, P.H.; Lipsey, M.W.; Freeman, H.E. (2004). *Evaluation: a systematic approach* (seventh edition). SAGE Publications.
- * Wholey, J.S.; Hatry, H.P.; Newcomer, K.E. (2010). *Handbook of Practical Program Evaluation*. John Wiley & Sons.

