1. BASIC INFORMATION

Course	Leisure management and design: Cruise and Coastal Tourism
Degree program	Tourism and Leisure Management
School	Social Sciences
Year	Fourth
ECTS	6 (150h)
Credit type	Basic
Language(s)	Englisg
Delivery mode	On-Site Class
Semester	First
Academic year	2024/2025
Coordinating professor	Dr. José Tomás Arnau

2. PRESENTATION

Cruise and coastal tourism are one of the largest and most established business models in the industry. Over the years, the high demand for this type of tourism has encouraged its development to the point of dominating the market in many geographical areas of the planet. However, these business models (which do not necessarily have to go together) have been in their maturity stage for some time. Therefore, it is necessary to know the different elements that make them up in order to be able to design innovative products and services that, together with an updated management system, allow the sector to rejuvenate and maintain or increase demand in a sustainable way at a territorial and business level. This subject will be divided into three theoretical modules in order to study the different elements that make up cruise and coastal tourism, along with activities and practical exercises to consolidate knowledge and exercise imagination and creativity.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- **CB1** – Students must know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

- **CB2** – Students need to be able to transmit information, ideas, problems, and solutions to both a specialized and non-specialized audience.

- **CB3** – Students must develop those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- **CT04** - Teamwork: Ability to actively integrate and collaborate with other people, areas and/or organizations to achieve common goals.

- **CT05** - Analysis and problem solving: Being able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches and perspectives to find optimal solutions and efficient negotiations.

- **CT06** - Adaptation to change: Being able to accept, assess and integrate different positions, adapting one's own approach as the situation requires, as well as working effectively in ambiguous situations.

- **CT07** - Entrepreneurial spirit: Ability to assume and carry out activities that generate new opportunities, anticipate problems or imply improvements.

Specific competencies:

- **CE2** - Ability to analyze the impact generated by tourism in a given place, from an economic and social point of view.

- **CE9** - Ability to handle basic customer orientation tools, knowing the peculiarities of the tourist and leisure service, the different types of customers, their needs and demands.

- **CE17** - Ability to draw up a management plan for the cultural and natural heritage of a tourist and/or leisure destination in accordance with the principles of accessibility and sustainability.

- **CE27** - Ability to undertake and be creative in the field of tourism.

- **CE35** - Ability to manage the tourist territory in accordance with the principles of sustainability established by the World Tourism Organization (WTO) and the European Charter for Sustainable Tourism (CETS).

Learning outcomes:

- **LO1** - Understanding the cruise and coastal tourism industry: Students should have a comprehensive understanding of the history, development, and current trends of the cruise and coastal tourism industry. This includes understanding the different types of cruise and coastal tourism, the key players in the industry, and the economic, social, and environmental impacts of cruise and coastal tourism.

- **LO2** - Designing and managing cruise and coastal tourism experiences: Students should be able to design and manage cruise and coastal tourism experiences that meet the needs and expectations of different types of customers. This includes understanding customer preferences and behavior, creating innovative and engaging experiences, and managing the various components of a cruise or coastal tourism product.
- **LO3** - Assessing the sustainability of cruise and coastal tourism: Students should be able to critically evaluate the sustainability of cruise and coastal tourism products and practices. This includes assessing the environmental, social, and economic impacts of cruise and coastal tourism, identifying best practices and standards for sustainable tourism, and developing strategies for improving sustainability in the industry.
- **LO4** - Communicating effectively in the cruise and coastal tourism industry: Students should be able to communicate effectively with different stakeholders in the cruise and coastal tourism industry. This includes communicating with customers, suppliers, government agencies, and other industry players, using a range of communication tools and techniques.
- **LO5** - Conducting research in cruise and coastal tourism: Students should be able to conduct independent research on cruise and coastal tourism topics. This includes identifying research questions, designing research methods, collecting and analyzing data, and presenting research findings in a clear and compelling manner.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB1, CB2, CT5	**LO1** - Understanding the cruise and coastal tourism industry: Students should have a comprehensive understanding of the history, development, and current trends of the cruise and coastal tourism industry. This includes understanding the different types of cruise and coastal tourism, the key players in the industry, and the economic, social, and environmental impacts of cruise and coastal tourism.
CB3, CT06, CE2, CE9	**LO2** - Designing and managing cruise and coastal tourism experiences: Students should be able to design and manage cruise and coastal tourism experiences that meet the needs and expectations of different types of customers. This includes understanding customer preferences and behavior, creating innovative and engaging experiences, and managing the various components of a cruise or coastal tourism product.
CE17, CE27, CT07	**LO3** - Assessing the sustainability of cruise and coastal tourism: Students should be able to critically evaluate the sustainability of cruise and coastal tourism products and practices. This includes assessing the environmental, social, and economic impacts of cruise and coastal tourism, identifying best practices and standards for sustainable tourism, and developing strategies for improving sustainability in the industry.

CB2, CT5, CE9, CE35	**LO4** - Communicating effectively in the cruise and coastal tourism industry: Students should be able to communicate effectively with different stakeholders in the cruise and coastal tourism industry. This includes communicating with customers, suppliers, government agencies, and other industry players, using a range of communication tools and techniques.
CB3, CE9, CT06, CT07 CE27	**LO5** - Conducting research in cruise and coastal tourism: Students should be able to conduct independent research on cruise and coastal tourism topics. This includes identifying research questions, designing research methods, collecting and analyzing data, and presenting research findings in a clear and compelling manner.

4. CONTENT

- Module 1: Leisure Basics
- Module 2: Cruise Tourism
- Module 3: Coastal Tourism

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Lectures
- Practical exercises
- Case Studies
- Debates