

Selected Topics in Tourism, International Hospitality and Attractions Management

1. COURSE TITLE

Selected Topics in Tourism, International Hospitality and Attractions Management

1.1. Course number

STTIHAM-23

1.2. Content area

Tourism, Business, Economics

1.3. Course level

Advanced Bachelor or Master

1.4. Language

English

1.5. Prerequisites

Previous Tourism, Business, and Economics coursework is recommended. Interested students without that background should consult the director to check if their training is appropriate for successfully taking this course.

1.6. Minimum attendance requirement

Attendance is mandatory. Minimum attendance to pass the course is 80%.

1.7. Faculty data

Director: Prof. Dr. Miguel Buñuel
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Faculty:

Prof. Dr. Miguel Buñuel
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Associate Professor and Director of the Summer School of Economics and Business, Faculty of Economics and Business Studies, UAM. Doctor in Energy and Environmental Studies (Boston U), Doctor in Economic and Business Sciences (UAM), Master's degree in Economics (Boston U), Bachelor's degree in Law (UAM), Bachelor's degree in Economic and Business Sciences (UAM). He has been Visiting Associate Professor at Stanford U, Assistant Professor at U Complutense de Madrid, and Teaching Fellow at Boston U and Harvard U. His research focuses on the areas of environmental economics and public economics, with numerous international and national publications, and presentations at national and international conferences. Outside the university, he has served as Advisor to the Minister of Environment, Head of Studies and Publications of the Biodiversity Foundation, and has carried out research work for the European Commission, the World Bank, the Institute for Fiscal Studies and several ministries.

Prof. Dr. María Escat
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Assistant Professor, Business Organization Department, UAM. Doctor in Business Administration and Economics (U de Huelva), Master's degree in Organizational Consulting (U Complutense de Madrid), Master's degree in Coaching (Tavistock Institute). She is an expert in human resource management, skills development, and business organization, whose main lines of research are best HR policy practices, new necessities on professionals' skills, gig economy and coaching. She has extensive experience in worldwide companies' consultancy.

Prof. Dr. Fernando Gallardo
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Associate Professor, Faculty of Economics and Business Studies, UAM. Doctor in Economic and Business Sciences (UAM). He has taught at UAM since 1990. He began his professional activity in 1985 at Telefónica, where he obtained a position as Economist. From that year until 1997, he worked in that company in the areas of finance and strategic planning. From 1997 to 2013 he has developed his professional activity as a consultant on financial matters and business strategy. He has published two books on financial issues, has participated in the writing of chapters in 20 collective books and is the author

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and co-author of about 30 articles in specialized financial and business journals.

Prof. Dr. Noemí de Haro
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Associate Professor, Faculty of Philosophy and Humanities, UAM. Doctor in Art History (U Complutense de Madrid), Master's degree in Museology (U de Granada), Bachelor's degree in Art History (U de Córdoba), Higher Professor of Viola (Conservatorio Superior de Música de Córdoba). She is a member of the research group 'Discourses, genealogies and practices in contemporary visual creation', and an expert in Contemporary Art. Her lines of research are visual culture in contemporary Spain, and art and politics in contemporaneity, with many publications in these fields.

Prof. Dr. Jano Jiménez
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Assistant Professor in Marketing, Department of Finance and Marketing, UAM. Doctor in Business Economics (UAM), Master's degree in Marketing Management (UAM), Master's degree in International Business (ULL), and Bachelor's degree in Business (ULL). His principal research interests include Consumer Behavior, Tourism Marketing, Consumer Culture Theory, Retailing, and Branding. He has published articles in journals such as Journal of Retailing and Consumer Services, Tourism Management, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Current Issues in Tourism, International Journal of Tourism Research, Tourism Management Perspectives. He was a visiting research scholar at the School of Business, U of Connecticut, USA.

1.8. Course objectives

In the aftermath of the COVID-19 pandemic, the tourism and hospitality industry has yet to fully recover. Hotel occupancy rates and travel interest have fluctuated from season to season and country to country, all affected by government regulations, vaccine availability and consumer confidence.

As one of the sectors most affected by the pandemic, it will likely never be the same once it has fully recovered from it. Some of the effects of the crisis are likely to be no more than an acceleration of trends that already existed in the sector, such as digitization and greater consideration of sustainability issues, but other effects may be entirely new.

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The main objective of this course is to provide a rigorous overview of selected topics that are key to understanding the present and future of the tourism and hospitality industry. The objective of the Program is to complement the previous training that students may already have if they come from Tourism related degrees (as these students are the main target audience of the Program), with a new Spanish and, for those coming from other continents, European perspective. In addition, the Program can also open students' minds to new cutting-edge ideas that are not yet widespread in today's industry but may soon be.

1.9. Course contents

The Program will cover the following contents:

- Human resource management in Europe's Hospitality sector:
 - Understanding the new tourism context and changes
 - Analyzing the new human resource policies
 - Knowing the main skills needed
 - Best practices of hotels HRM in Europe
- Selected topics in Hospitality Finance in Europe:
 - Valuation of hotels and valuation of hotel companies
 - The role of institutional investors in hotel ownership and in its corporate governance
 - ESG investment in hotel companies
- Environmental Policy and Sustainable Tourism:
 - The externalities of tourism and their solution through economic instruments: Environmental degradation and congestion
 - Tradable permits applied to tourism: Tradable development rights in the USA
 - Evaluation of non-market tourism values: Revealed preferences and contingent valuation methods
- Customer Experience Management in Hospitality:
 - Services marketing
 - Experiential marketing
 - Experience design in hospitality
 - Customer experience in the age of Artificial Intelligence
- Culture, history, leisure, and attractions management: from the Paseo del Prado to the Golden Triangle of Art in Madrid (Note: This module will include visits to some of the museums in the Golden Triangle of Art)

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- Cutting-edge technology:
 - Cryptoeconomics and cryptoassets: Current and potential applications in hotel companies and other tourist companies
 - Metaverse and its role in tourist activities

1.10. Course bibliography

All the material will be provided through Moodle (UAM's web platform).

Environmental Policy and Sustainable Tourism:

Buñuel, Miguel (forthcoming): *The Use of Economic Instruments in Environmental Policy*, Madrid: EnvEco Publishing.

Deloitte (2008): *The Economic Case for the Visitor Economy*.

Heagney, E.C., et al. (2019): "The economic value of tourism and recreation across a large protected area network," *Land Use Policy* 88, 104084.

Li Sheng, Tao Lib, Jia Wang (2017): "Tourism and externalities in an urban context: Theoretical model and empirical evidence," *Cities* 70, 40-45.

OECD (2020), *OECD Tourism Trends and Policies 2020*, OECD Publishing, Paris.

Ponce et al. (2020): "The Spatial Externalities of Tourism Activities in Poverty Reduction," *Sustainability* 12, 6138.

Rinaldi, Azzurra (2012): "Externalities and tourist tax: evidence from Italy," *Rivista di Scienze del Turismo* 2/2012, 79-91.

UNWTO (2013): *Sustainable Tourism for Development Guidebook*, UNWTO, Madrid.

Vanhove, Norbert (2013): "Tourism projects and cost-benefit analysis," in *Handbook of Tourism Economics*, World Scientific, 393-415.

World Bank (2023): *Transferable Development Rights: case studies*, website.

World Travel and Tourism Council (2020): *Seamless Traveller Journey Cost Benefit Analysis*, Full Report.

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Culture, history, leisure, and attractions management: from the Paseo del Prado to the Golden Triangle of Art in Madrid:

Afinoguénova, Eugenia (2018): *The Prado. Spanish culture and leisure 1819-1939*, Pennsylvania State University Press.

Bennett, Tony (1995): *The Birth of the Museum: History, Theory, Politics*, Routledge.

Duncan, Carol (1995): *Civilizing Rituals. Inside Public Art Museums*, Routledge.

Guardia, Manuel, and Javier Monclus, eds. (2006): *Culture, urbanism and planning*, Routledge.

López Cuenca, Alberto, and Noemi de Haro García (2014): “Arte contemporáneo, infraestructura y territorio en el Estado de las autonomías,” in Antonio Collados and José María González (coord.), *Por el Centro Guerrero (2009-2011). Política cultural, crisis institucional y compromiso ciudadano*, ciengramos, Granada.

López Cuenca, Alberto, and Noemi de Haro García (2013): “Museos y centros de arte contemporáneo en España: geografía urbana e intervención social,” in F. Barenblit, N. Enguita and Y. Romero (eds.), *El museo en futuro: cruces y desvíos*, ADACE, Madrid.

Sharon Macdonald, ed. (2011): *A companion to museum studies*, Wiley-Blackwell.

McClellan, Andrew (2008): *The art museum. From Boullée to Bilbao*, University of California Press.

Nikolic, Mila (2012): “City of museums. Museum cluster as a manifesto of the paradigm shift,” *Proceedings of the 6th Conference of the International Forum on Urbanism TOURbanISM-toURBANISM*, January 25th-27th, 2012, Escola Tècnica Superior d'Arquitectura de Barcelona, UPC, IFOU.

Plaza, Beatriz, Manuel Tironi and Silke N. Haarich (2009): “Bilbao's Art Scene and the 'Guggenheim effect' Revisited,” *European Planning Studies* 17:11.

UNESCO (2021): *Paseo del Prado and Buen Retiro, a landscape of Arts and Sciences*, Website.

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Customer Experience Management in Hospitality:

Bleier, Alexander, Colleen M. Harmeling and Robert W. Palmatier (2019): “Creating Effective Online Customer Experiences,” *Journal of Marketing* 83(2), 98-119.

Brakus, J. Josko, Bernd H. Schmitt & Lia Zarantonello (2009): “Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?,” *Journal of Marketing* 73, 52-68.

Harrington, Robert J., et al. (2019): “From goods-service logic to a memory-dominant logic: Business logic evolution and application in hospitality,” *International Journal of Hospitality Management* 76, 252-260.

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988): “SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality,” *Journal of Retailing* 64(1), 12-40.

Xiao, L., & Kumar, V. (2021): “Robotics for Customer Service: A Useful Complement or an Ultimate Substitute?,” *Journal of Service Research* 24(1), 9-29.

Human resource management in Europe’s Hospitality sector:

Boella, M., & Goss-Turner, S. (2013): *Human resource management in the hospitality industry: A guide to best practice*, Routledge.

Chang, S., Gong, Y., & Shum, C. (2011): “Promoting innovation in hospitality companies through human resource management practices,” *International Journal of Hospitality Management* 30(4), 812-818.

Cho, S., Woods, R. H., Jang, S. S., & Erdem, M. (2006): “Measuring the impact of human resource management practices on hospitality firms’ performances,” *International Journal of Hospitality Management* 25(2), 262-277.

Kusluvan, S., Kusluvan, Z., Ilhan, I., & Buyruk, L. (2010): “The human dimension: A review of human resources management issues in the tourism and hospitality industry,” *Cornell Hospitality Quarterly* 51(2), 171-214.

Nickson, D. (2013): *Human resource management for hospitality, tourism and events*. Routledge.

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Riley, M. (2014): *Human resource management in the hospitality and tourism industry*, Routledge.

Selected topics in Hospitality Finance in Europe:

Accor (2023): *Accor Ethics and Compliance*, website.

Atkinson, H., & Jones, T. (2008): “Financial management in the hospitality industry: Themes and issues,” in *The Sage handbook of hospitality management*, 228-257.

EMEA Hotels & Hospitality (2021): *ESG at the heart of hotel strategies*.

Harris, P. (2010): *Accounting and finance for the international hospitality industry*, Routledge.

Malone, David (2021): “World’s first net zero carbon hotel launches in West London,” *Building Design + Construction*, website.

Motta, V., & Sharma, A. (2020): “Lending technologies and access to finance for SMEs in the hospitality industry,” *International Journal of Hospitality Management* 86, 102371.

Park, K., & Jang, S. S. (2014): “Hospitality finance and managerial accounting research: Suggesting an interdisciplinary research agenda,” *International Journal of Contemporary Hospitality Management*.

Patrick, Shaffer (2021): “European Hotel Transactions,” HVS, website.

Starwood Capital Group (2022): *ESG Policy*.

Sustainable Travel International (2021): “Three Steps to Decarbonize Your Hotel,” website.

Cutting-edge technology:

Barkel, C., Kurgun, H., & Groen, B. (2021): *Blockchain in the hospitality and tourism industry*, University of South Florida (USF) M3 Publishing, 17(9781732127593), 4.

Chiu, Emma (2021): *Into the Metaverse*, Wunderman Thompson Intelligence.

Dogru, T., Mody, M., & Leonardi, C. (2018): *Blockchain technology & its implications for the hospitality industry*, Boston University, 1-12.

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Filimonau, V., & Naumova, E. (2020): “The blockchain technology and the scope of its application in hospitality operations,” *International Journal of Hospitality Management* 87, 102383.

Khanna, A., Sah, A., Choudhury, T., & Maheshwari, P. (2020): “Blockchain technology for hospitality industry,” in *Information Systems: 17th European, Mediterranean, and Middle Eastern Conference, EMCIS 2020, Dubai, United Arab Emirates, November 25-26, 2020, Proceedings 17* (pp. 99-112). Springer International Publishing.

Önder, I., & Gunter, U. (2022): “Blockchain: Is it the future for the tourism and hospitality industry?,” *Tourism Economics* 28(2), 291-299.

Robinson, James (2022): *Exploring the metaverse and the digital future*, GSMA:

Sabil, Jessika Weber, and Dai-In Danny Han (2022): *State of the Art of Immersive Tourism Realities through XR Technology*, Breda University.

Willie, P. (2019): “Can all sectors of the hospitality and tourism industry be influenced by the innovation of blockchain technology?,” *Worldwide Hospitality and Tourism Themes*.

2. Teaching methodology

Teaching activities requiring students’ attendance will be the following:

1. Theoretical lectures and case studies discussion: Theoretical lectures will be based upon the materials provided to students, and PowerPoint presentations. Theoretical lectures will be combined with the discussion of case studies. In both cases, participation will be encouraged.
2. Guest lectures, visits to institutions and field trips.
3. Optional: Non-compulsory sessions with one or several students during office hours.

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Students' activities not requiring attendance will be the following:

1. Personal study for preparing lectures and the exam.
2. One take-home exam will be delivered electronically through Moodle.

3. Student workload

ACTIVITIES	HOURS	ECTS	%
With attendance	60	2.40	40.00
Theoretical lectures and case studies discussion	50	2.00	33.33
Guest lectures, visits to institutions and field trips	10	0.40	6.67
With no attendance	90	3.60	60.00
Personal study and exam	90	3.60	60.00
TOTAL	150	6.00	100.00

4. Evaluation procedures and weight of components in the final grade

PROCEDURE	% GRADE
Attendance and participation	40.00
Take-home exam	60.00
TOTAL	100.00