



**MASTER IN MANAGEMENT OF TOURIST DESTINATIONS**

Internships and Final Master Projects

<p><b>Final Master Project</b></p> <p>12 ECTS</p> <p>300 hours of autonomous work including training, events, etc.</p> <p>Coordinator: A.P. Russo</p>	<p><b>Internships</b></p> <p>6 ECTS</p> <p>150 hours of internships in a host organisation of the tourism sector</p> <p>Coordinator: J. ANGLA</p>
---	---

26.02.2020 AP RUSSO - J. ANGLA / TFM & INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

- **125 hours (6 credits)** working in tourist organisations: public bodies, DMOs, companies, consultants, R&D centres, in order to:
  - **Develop your own project** in accord and according to the interests of the host as agreed upon previously
  - **'Plug in' temporarily to a project / operation** of the host, learning and helping
  - **Develop some tasks** required by the host in the context of its habitual activity
- **Period:** May-July (5-15 weeks = 15-30 hrs./week)
- **Regional hosts** (Camp Tarragona, Terres de l'Ebre, Barcelona) or hosts in **home country**

26.02.2020

AP RUSSO - J. ANGLA / TFM &amp; INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### What for?

- **Apply knowledge acquired in the master subjects**
- **Learn to work** in a tourism organisation and develop personal professional skills
  - Work in teams
  - Carry out specific tasks
  - Manage information and elaborate / analyse data
  - Relate with clients / partners
  - Draft reports, etc.
- **Provide to the host:**
  - Personal skills
  - Specific knowledge (techniques, languages, markets, relations, etc.)

26.02.2020

AP RUSSO - J. ANGLA / TFM &amp; INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### Which hosts?

- **Tourist organisations (public or mixed)**
  - Tourism boards, DMOs
  - Development agencies
  - Site / attraction managers, museums, interpretation centres, etc.
  - State infrastructure (airports, ports, etc.)
- **Organisations of the private sector**
  - Companies (hospitality, tourism product providers, incoming agents, transport, attraction managers, theme parks, golf/nautical/etc.)
  - Sector organisations (chambers of commerce, professional organisations, etc.)
  - Traditional and p2p intermediaries
  - Service providers (marketing agencies, communication, data management, etc.)
- **Consultants and research centres**

26.02.2020

AP RUSSO - J. ANGLA / TFM &amp; INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### How to choose?

- Declare your interest (and possibly experience) in relation to a specific tasks / theme / host type (→ FORM IN MOODLE, in March)
- Clarify your skills (→ CV IN MOODLE, in March)
- Discuss with coordinator the opportunities in the hosts portfolio (on the basis of a previous screening / matching by the coordinator) in February / March
- Or: propose / identify other organizations
- The coordinator will verify the availability of hosts
- If agreed, exact period, weekly schedule, tasks, professional tutor will be negotiated directly with the company in a prior interview (in April)
- Otherwise, more intents

26.02.2020

AP RUSSO - J. ANGLA / TFM &amp; INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### Hosts in FTG portfolio

- AC Hotel Tarragona
- Ag Planning Events
- Agència de Promoció Turisme Sitges
- Agrocamping S.L.
- Ajuntament de la Canonja
- Ajuntament de Montblanc
- Ajuntament de roda de Barà
- Ajuntament de Tortosa
- Ajuntament St. Carles de la Ràpita- Oficina Turisme
- Aparthotel Atenea Aventura S.L.
- APTALC ( Associació de Professionals del Turisme de l'Administració Local de Tarragona)
- Argos Serveis Culturals S.L.
- Art Star Team, SL (Hotel estela Barcelona)
- Asocacion Española de Estaciones Náuticas
- Atenea Aventura S.L.
- Camping & Bungalows Park Serra de Prades
- Clubotel La Dorada
- Consell Comarcal de la Conca del Barberà-La Ruta del Cister
- Consell Comarcal del Garraf
- Consell Comarcal del Priorat
- DAYNER hosteleria S.L. (Apartamentos Albatros)
- Els Prats Village S.L.U
- English Summer S.A.
- Estival Park Salou hotel Resort, Sport&Spa
- Ethnia Producciones Artísticas
- Fundació Castell del Vi
- Gerard Corporation, S.A.U. - SB Hotels (Hotel SB Ciutat de Tarragona)
- Gerard Corporation, S.A.U. - SB Hotels (Hotel SB Corona de Tortosa)
- Gerard Corporation, S.A.U. - SB Hotels (Hotel SB Express Tarragona)
- 26.02.2020
- Golf Aigüesverdes SA
- Grupo Palas
- Grupo Reside Guberri Futures 2010 S.L.
- Hosteleria Unida Dos S.A. (hotel Husa Imperial Tàrraco)
- Hotel and Conference Centre Sitges, S.L.
- Hotel Calypso & monterrey SAU
- Hotel Ciudad de Alaiñiz S.A.
- Hotel Lauria S.L.
- Hotel NH Ciutat de Reus
- Hotel Termes Montbrió S.L.
- Hotel Urbis Centre
- Hotelbeds /TUI
- Ibersol 93, S.L.
- INBAMAR SL (Alexandre Hotels)
- Inversiones y Explotaciones Turísticas S.A. (Hotel Meliá Sitges)
- LIMONIUM. SLU
- l'Institut Municipal de Desenvolupament Local Vallsgenera
- Lutx Corporació S.L (Hotel HCC Montsià)
- Maresto S.A.
- Mediterranea Beach Golf Community, S.A. (LUMINE)
- NT Incoming S.L.
- Nuevos destinos Ahuel S.L.
- OHLA HOTEL (CENTCLAUS, S.L.)
- Orange Costa
- Paeria de Cervera
- Paradores de Turismo de España S.A.
- Patronat de turisme de Cambrils
- Patronat de Turisme de Salou
- Patronat de Turisme de Torredembarra
- Patronat Municipal de Turisme de Reus
- Patronat Municipal de Turisme de Tarragona
- Patronat Municipal de Turisme de Vila-Seca
- Port Aventura S.A
- Port Cambrils Inversions S.L. (Hotel Tryp Port Cambrils)
- Pueblo Eldorado Playa
- RA Hotel S.A.
- Reus Desenvolupament Econòmic SA (FiraReus)
- REVIEWPRO
- Rull Serveis Turístics (Hotel Rull)
- SAGATU Asoc. Cial. Hotelera, SL (Hotel Villa Engracia-Poblet)
- SETURHOST, SL (Hotel Estela Barcelona)
- Spain Touristik Investments S.L. (The Palm Experience)
- Tamarit SA
- TermaEuropa
- Trendy Travel
- Tres de Nou, SCP
- Versatality CB
- Viajes Ecuador S.A.
- Viajes Iberia SAU
- Viajes Iltrida S.A.
- Viajes Nortedur
- Viajes para ti S.L. ) Buscounchollo.com)
- Viajes para ti S.L. (Esquiades.com)
- Viajes Torre tour. Multiservicios Boulevard 9
- Vil·la Museu Pau Casals
- World Trade Center Hotel S.L (Eurostars Grand Marina)
- Zeus Apartaments S.L.

AP RUSSO - J. ANGLA / TFM & INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### Other possible hosts (PE in last few years TAIT program)

- **Institut Sant Fructuós** (Tarragona): design and management routes and products for religious tourism
- **Asociación Española de Estaciones Náuticas** (PCT): promotion and online sale of nautical stations products
- **Arcmedia** (Tarragona): e-marketing and communication
- **Ready to Sail** (Barcelona / PCT): product development project sand real estate development **Terra Enllà** (Gandesa): cultural tourism and historical memory
- **COMEBE** (Corbera d'Ebre): management of heritage site
- **Laboratori TIC & Turisme PCT**: applied research many projects
- **SITEM** (Barcelona): cartography 3.0 for tourism apps
- **Castell del Vi** (Falset/PCT): interpretative space for wine tourism
- **Associació Hotelera Salou-Cambrils-la Pineda** (PCT): hospitality promotion and sale
- **Oficina de Turisme de Montblanc**: visitor analysis and communication
- **Tarraco Viva** (Tarragona): Design and management Tarraco Viva event
- **Coordinadora de museos del Ayuntamiento de El Vendrell**: Communication
- **Museu de Cambrils**: management and communication of museum
- **Fundación Pau Casals** (Sant Salvador, El Vendrell): market analysis Villa Museu Pau Casals

26.02.2020

AP RUSSO - J. ANGLA / TFM & INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### 2019 Hosts

Public institutions	Museums	Services
<ul style="list-style-type: none"> <li>• Agència de promoció ciutat de Reus</li> <li>• Ajuntament d'Altafulla</li> <li>• Patronat de Turisme de Tarragona</li> <li>• Fundació de turisme industrial de Catalunya - XATIC</li> <li>• Enoturisme Priorat</li> <li>• Ajuntament de Vandellòs</li> <li>• Diputació de Tarragona</li> <li>• Generalitat de Catalunya</li> </ul>	<ul style="list-style-type: none"> <li>• Fundació Pau Casals</li> </ul>	<ul style="list-style-type: none"> <li>• Limonium, Siu</li> <li>• AG planning events slu</li> <li>• Aparcam</li> </ul>



In 1910, Pau Casals had the Vila Casals built along the seaside promenade of Sant Salvador, El Vendrell. Pau Casals lived here until 1939, when he was forced to go into exile, never to return again.

Pau Casals and his wife Marta Montañez created the [Pau Casals Foundation](#) in 1972 for the purpose of preserving the great musician's patrimony at the house in Sant Salvador. In 1976 the house was inaugurated as a museum.

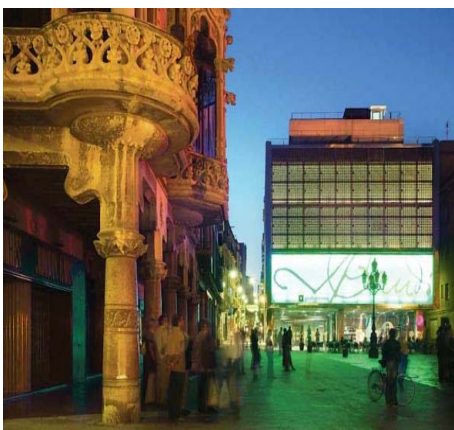
The museum's main objective is to conserve, preserve and disseminate the knowledge of Pau Casals' life and work through the extensive artistic and documentary heritage which is kept here.

SAN SALVADOR, EL VENDRELL

10

## Reus Promotion Agency

Reus Promotion Agency promotes tourism and trade in the city, whose Modernism and small businesses quality its two main attractions. Pere Mata Institute, Casa Navàs and Casa Rull are just some of the examples of modernist architecture that can be seen in Reus. The range is completed by Gaudí Center, the only performance space on the life and work of the architect Antoni Gaudí.



## PARC CIENTÍFIC I TECNOLÒGIC DE TURISME I OCI DE CATALUNYA

VILA-SECA CAMPUS



The Parc Científic i Tecnològic de Turisme i Oci de Catalunya [Science and Technology Park for Tourism and Leisure of Catalonia, or PCT] aims to generate valuable innovation and knowledge in the fields of tourism and leisure at both the regional and international level.

### [Projects](#)

The PCT specializes in information, intelligence, technology and product development systems. It includes a Laboratory, an Observatory and a Transfer department.

### [Innovation](#)

We develop innovation to improve the competitiveness of the tourism sector, with initiatives for new tourism products and with the implementation of technological applications.

### [Information](#)

The Observatory of the PCT implements information systems that generate knowledge on tourism activity and useful data for the management of companies and administrations.

## ENOTURISME PRIORAT

<http://www.prioratenoturisme.com/en/>

FALSET, PRIORAT

Our door is always open to **wine lovers** and seekers after excellence. The Priorat is a wine region with a small but lovingly-crafted output, which is why we focus on distinctly intimate visits and activities to help visitors to understand the unique qualities of the area's wines and olive oils. Our approach is highly personal, as this is the best way to inspire an understanding of our terroir. Our aim is to present a distinctive region with unique wines and quality local cuisine. Architecture and heritage, our cultural legacy and the beauty of nature are everywhere.

The seasons in the Priorat are shaped and defined by the setting, the climate and tradition. A peaceful place steeped in history, where the land inspires us to experience, see and appreciate what we have around us and to go on working to make all this sustainable. Visiting the wineries, tasting the wines and wandering the landscapes of the Priorat are experiences that will remain with you for the rest of your life.

13

## Industrial Tourism Network of Catalonia, XATIC

Is the association of the tourist offer of wider industrial Catalonia Museums, interpretation centers, old factories or mines around the Catalan territory.

The association, which was formed in 2006, today comprises more than 25 locations in diversity have in common an important and varied industrial legacy that allows insight into the industrial revolution of our country and, her transformation of the territory and the society of contemporary Catalonia.

The tourist and cultural XATIC allows visitors to explore a different Catalonia, with activities for the whole family, tour the galleries of a coal mine and a salt mountain, contemplating a modernism old textile, experience firsthand the process of cava or paper, accompanied on his trip a wheat grain from the field to the sack of flour or ride the first train in the country.

Based in Terrassa, XATIC aims to generate a common line of action as a tool for screening, attracting visitors and creating economic and cultural activity in the area of industrial tourism.

TERRASSA, BARCELONA

14

## ALTAFULLA –TOURISM OFFICE

**Altafulla** is a [municipality](#) in [Catalonia](#), Spain. The town of Altafulla has a beautifully intact old quarter crowned by the Castle of Altafulla, an additional medieval castle on a small promontory overlooking the sea (Castle of the [Marquises of Tamarit](#), not open to the public) and an old fishing quarter dating back to the 18th century along the beach, called "Baixamar" or "Les Botigues del Mar".



15

## ALTAFULLA –TOURISM OFFICE

Beyond the Castle of Tamarit is one of the last remaining forests stretching along the sea in Catalonia, part of which is a small nature preserve (under the Tamarit-Punta de la Móra Special Environmental and Landscape Protection Plan). It is also home to the remains of the Roman Villa of Els Munts, which is part of a larger [UNESCO World Heritage Site](#). The Gaià River "empties" into the sea here, its last stretch being a small nature preserve and haven for songbirds (*Reserva Natural de Fauna Salvatge de la Desembocadura del Gaià - Gaià River Estuary Wildlife Preserve*), though due to damming upriver, it carries very little water at this last section, forming a tiny salt marsh separated from the sea by a bar of sand. This wildlife preserve is run by L'Hort de la Sínia, an ecological agriculture, learning and activities center.

16



## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### Administration and bureaucracy

- **Framework agreements / specific agreements** (coordinator, but may TAKE TIME especially for international PE)
- Sign the specific agreement and have it signed by host in 1<sup>st</sup> interview
- After starting, continuous follow-up: after 150 hrs. **intermediate follow-up report** by students, after 150 hrs. **final follow-up report** (downloaded, filled up, signed by you, signed by firm, and uploaded in Moodle)
- **Final evaluation report by professional tutor** delivered directly to coordinator
- Draft and deliver **final internship report** (maybe also give back to host – format to be agreed with host) (different from TFM)

26.02.2020

AP RUSSO - J. ANGLA / TFM &amp; INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### Final evaluation

- **Correct administration: 20% of the grade (administered by coordinator)**
  - Deliveries within deadlines
  - Correct format and information
  - Frequency and profitability of tutorials with coordinator
- **Evaluation of the professional tutor: 60% of the grade (administered by prof. tutor)**
  - The tutor evaluates various ‘transversal’ skills of the intern
- **Final report: 20% of the grade (administered by coordinator)**
  - Has to provide sufficient detail of the activities carried out by the host organisation ...
  - ... of the tasks performed by the student during the internship
  - Including personal observations and a self-evaluation of how the internship has contributed to apply the knowledge acquired in the master subjects and to develop personal skills
  - Plus anything else specifically required by the host organisation

26.02.2020

AP RUSSO - J. ANGLA / TFM &amp; INTERNSHIPS

## MASTER IN MANAGEMENT OF TOURIST DESTINATIONS

### INTERNSHIPS (PE)

#### Relation between Internship and TFM

- The professional tutor of the host organisation assigns a project / task and supervises it according to the operational perspective of the host organisation
- He/she gets back the final report and might get the TFM however does not grade these documents (only does the professional tutor evaluation report)
- Simultaneously to the internship, the student chooses / is assigned an academic tutor for the TFM
- The academic tutor supervises the work of the student so that the work done in Internships is of the adequate level
- After the completion of the Internship, the TFM develops the work done in the internships in a 'TFM' format (including points of entry, methods, analysis etc.) supervised by the academic tutor, who grades it

26.02.2020

AP RUSSO - J. ANGLA / TFM & INTERNSHIPS