

Code - Course	<b>062113 – Policies in Tourism</b>		
Thematic Area	Political Science	Year	Second
Course Type	Basic	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

### BRIEF COURSE DESCRIPTION

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This subject will help students understand the fact that, in the twenty-first century, the future of the tourism system cannot be conceived without a suitable Tourism Policy, defined by means of a major process where COOPERATION among the different administrations, COORDINATION within the most directly concerned administrations, COLLABORATION between the public and the private sectors and the resident population's CONSCIOUSNESS becomes a reality.

Without the deployment of this process or of similar ones that lead to the construction of this great building which is the tourism system, without the four Cs foundations (cooperation, coordination, collaboration and consciousness) around which this process revolves, it makes it impossible for any Tourism Policy, or for the management of private and / or public businesses, companies, establishments and tourism destinations to meet successfully the challenges posed by the global tourism; the twenty-first century tourism.

*Tourism Policy* presents, from a social, economic and legal point of view, an eminently practical insight of the relations existing at the core of the tourism system between the tourism activities and the intervention of public authorities; facing problems and proposing solutions.

The subject aims at enabling students to solve problems at local, regional, state and worldwide levels through the implementation of means and instruments devised to deal with global tourism realities.

Key words: governance, tourism phobia, cooperation, coordination, collaboration, consciousness, tourism models, public administration, ethics and tourism organizations, international relations, tourism conflicts, promotion.

### BASIC SKILLS

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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.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

## GENERAL SKILLS

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GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability

CS04- Have a commitment to ethics.

CS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

## SPECIFIC SKILLS

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SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

## ACADEMIC CONTENTS

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1. An introduction to politics and tourism.

1.1. Introduction.

1.2. Public policies. From tourism in economic policies to tourism economic policies.

1.3. Objectives, problems and instruments.

2. National tourism policy.

2.1. Spanish tourism policy.

2.1. Catalanian tourism policy.

2.3. Territorial policy for tourism.

3. Tourism in the international political context.

3.1. Tourism in the European region.

3.2. Tourism as an instrument of international relations.

3.3. Sustainable tourism.

3.4. Tourism and safety issues.

3.5 Tourism promotion.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Find listed below the tools and methods used in a general way. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Interactive lectures
- Guided discussions
- Problem solving
- Practical exercises
- Readings

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class.

Systems of Evaluation	Continuous	Single
Resolution of practical exercises		
Attendance and participation	60 %	---
Participation in classroom and virtual campus discussions		
Individual Written Final Exam	40 %	60 %
Research project	---	40 %

### **Review and Reassessment of the Course**

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

### REFERENCES

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