

Code - Course	063503 – Tourism Planning and Development		
Thematic Area	Tourist destination planning and management	Year	Third
Course Type	Optional (Tourism management)	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

Tourism Planning is one of the key processes in the sustainable development of any tourism activity and / or destination. Any tourism organization today carries out its activities according to a previously planned framework which dictates the guidelines to follow and the decisions to make.

Tourism Planning develops in an increasingly complex environment with multiple stakeholders engaged in its deployment and with the existence of social, economic and environmental factors that affect and transform it. Therefore, the future of the tourism activities in the frame of the tourism destination and all the stakeholders involved will greatly depend on the correct planning of the tourism project.

Thus, the subject becomes fundamental in providing the right learning that future tourism managers will need and that will enable them to make decisions about the tourism in the region by implementing the most appropriate analysis, correction and monitoring devices.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

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

GS05- Teamwork.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

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

SS09- Understand and use information technology and information management systems in tourism

SS11- Manage tourist accessibility and mobility.

SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

SS13- Manage tourism spaces and destinations.

ACADEMIC CONTENTS

1. Analysis and planning of tourism spaces and destinations.
2. Techniques and Instruments for tourism space and destination planning.
3. Planning in the main tourism spaces.

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.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussion
- Practical exercises
- Problem-based learning

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. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	60 %	40 %
Individual Written Final Exam	40 %	60 %

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

Vera Rebollo, JF., López Palomeque, F., Marchena, M., i Antón Clavé, S. (2011). Análisis territorial del Turismo y planificación de destinos turísticos. Valencia. Tirant Lo Blanch.

Urry J. i Larsen J. (2011). The Tourist Gaze 3.0 . London Sage

Ivars, J.A. (2003). Planificación turística de los espacios regionales en España. Síntesis. Madrid.

Anton, S i González F. (2005). Planificación Territorial del Turismo. Editorial UOC

González, H. M. (2006) Gestión ambiental de los impactos del turismo en espacios geográficos sensible. Editorial Abya Yala

Anton Clave, S. (2012). 10 lliçons sobre turisme: el repte de reinventar les destinacions. Editorial Planeta. Barcelona.

García, P. (2007). Desarrollo sostenible y turismo: análisis del régimen jurídico medio-ambiental de la legislación turística española. Editorial Aranzadi.

Organización Mundial del Turismo (O.M.T.) (2007) A Practical Guide to Destination Management, Madrid. WTO

Pujadas, R. & Fuente, J. (1998). Ordenación y planificación territorial. Madrid: Editorial Síntesis.

Valls, J.F. (2004). Gestión de destinos turísticos sostenibles. Editora Gestión 2000.

ANTON, S.; VERA, F. (1997). *Métodos y técnicas para la planificación turística del territorio*. Grup d'Estudis Turístics. Unitat de Geografia. Universitat Rovira i Virgili, Tarragona

SYLLABUS

Tourism Degree

- MIRALBELL, O. (Coord.) (2001): *Gestión pública del turismo*, Editorial UOC, Barcelona.
- VALLS, J.F. (2004): *Gestión de destinos turísticos sostenibles*, Eds. Gestión 2000, Barcelona.
- BLANQUER, D. (Dir.)(2002): *Ordenación y gestión del territorio turístico*, Tirant lo Blanch, Valencia.
- BOUAZZA ARIÑO, O. (2006): *Ordenación del Territorio y Turismo*, Atelier, Barcelona
- ANTON, S. (2012). 10 lliçons sobre turisme: el repte de reinventar les destinacions. Editorial Planeta. Barcelona.
- GARCÍA, P. (2007). *Desarrollo sostenible y turismo: análisis del régimen jurídico medioambiental de la legislación turística española*. Editorial Aranzadi.