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Code - Course	062113 – Policies in tourism				
Type	Basic Training		Year	2 nd	
Thematic Area	Law and Tourism Policies		Credits	6 ECTS	
Teacher in charge of the course			Dr. Oscar Casanovas		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

This subject will allow students to understand that tourism in 21st century will need the right Tourism Policy; such policy must be defined by a process of strong coordination and cooperation between the different government organizations, the public and private sectors and always taking into account the awareness of the local population towards tourism.

Tourism Policy exposes, from a social, economic and legal point of view, a highly practical vision of the relations between tourism activities and the intervention of government organizations within the tourism sector, so as to face problems and propose solutions.

This subject enables the student to understand the complexity of the current scenarios and adapt governance to decision-making at different territorial levels, contributing to develop the students personal and professional skills so they can later in life, contribute to developing public tourism management professionally.

Keywords: conflicts in tourism, governance and ethics, international relations, public management, tourism organizations.

BASIC SKILLS

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

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

GS04- Have a commitment to ethics.

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.

SS03- Understand the global tourism system and the evolutionary nature of its components' characteristics.

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

LEARNING OBJECTIVES

1. Understand the basic theories and concepts of political analysis.
2. Be aware of the public administrations involved in tourism, their functions and objectives.
3. Be familiar with other political-administrative structures that are involved in tourism activity, their functions and objectives.
4. Understand the tools and instruments for public intervention.
5. Consult the appropriate sources and media in which the decisions and regulations passed by tourism administrations are published.
6. Identify which authority in the tourism administration can resolve issues that arise over the course of the activity.
7. Understand the tourism policies related to the sustainable development of tourism activities.
8. Understand the general operation of the global tourism structure: its structure, functions, and role as a driver of development.

ACADEMIC CONTENTS

PART I: INTRODUCTION. POLITICS AND TOURISM



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1 ECTS

1. Tourism policy fundamentals and objectives

- 1.1. Tourism policy in the framework of economic policy: an approach
- 1.2. Justification of public sector intervention in tourism. Different levels of intervention
- 1.3. General objectives and strategies of economic tourism policies
- 1.4. Globalization and public strategies
- 1.5. Tourist organizations, needs and purposes

PART II: NATIONAL TOURISM POLICIES

1 ECTS

2. Spanish tourism policy

- 2.1. Brief historical approach from a critical perspective
- 2.2. Tourism policy as an instrument of foreign policy and economic policy
- 2.3. Key issues for Spanish tourism: competence framework, competitiveness, sustainability...

3. Tourism policy in Catalonia

- 3.1. Origins and background: the pre-autonomous period
- 3.2. The tourism policy of the Generalitat de Catalunya: the new Decree on stage
- 3.3. The new challenges of Catalan tourism: the collaborative economy

4. Tourism policy in Barcelona

- 4.1. Brief history of Barcelona's tourism policy
- 4.2. Current challenges of tourism policy in Barcelona: special reference to "*Ilars compartides*" controversy
- 4.3. Strategic planning and governance of a tourist city

PART III: TOURISM IN THE INTERNATIONAL POLITICAL CONTEXT

3 ECTS



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5. Tourism in the European area
 - 5.1. Tourism in the European Union: specific treatment
 - 5.2. EU and international cooperation

6. Tourism as an instrument of cultural diplomacy
 - 6.1. Cultural diplomacy: conceptualization
 - 6.2. Governance of cultural diplomacy
 - 6.3. Gastronomy, a growing instrument of cultural diplomacy. Case studies
 - 6.4. 6.4 regional cooperation in ASEAN

7. Promotion as an instrument of tourism policy
 - 7.1. Tourism as an instrument of political propaganda
 - 7.2. Analysis of cases of multicultural adaptation of relevant actors

8. Tourism and the main threats
 - 8.1. Tourism and terrorism
 - 8.2. Tourism and citizen insecurity
 - 8.3. Tourism management in contexts of uncertainty: the Mediterranean and its challenges
 - 8.4. Tourism and health emergencies

9. Sustainable and responsible tourism: the cross-cutting impact of the SDGs.
 - 9.1. The social dimension of tourism
 - 9.2. Natural resources and tourism
 - 9.3. Bad practices: an overview. The value of codes of ethics.
 - 9.4. Climate change and its impact on the tourism sector.

10. New trends: special reference to the new post-COVID19 tourism reality
 - 10.1. Emerging economies in the global tourism scenario
 - 10.2. Resilience and tourism development.
 - 10.3. Hub cities: links of tourist relevance
 - 10.4. A new scenario: a new tourism? Possible future scenarios 1



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LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities

Type

Continuous

Single

Week deadline



Tourism policy as a competitiveness driver	Group and individual	25%	-	Week 7
Tourism Summit Role Play + Report	Group and Individual	25%	-	Week 8 + 10
Tourism diplomacy and multiculturalism as an instrument of development	Individual	-	20 %	Week 10
Tourism sustainability and	Individual	-	20%	Week 12
Participation	Individual	10%	-	Throughout the year
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Antón, S. (2012). *Lliçons sobre turisme. El repte de reinventar les destinacions*. Ed. Planeta. Barcelona



Cañada, E. (2020). *Posibilidades y límites de un turismo inclusivo. Territorio, trabajo y comunidad en las geografías del turismo (Tesis Doctoral)*. Universitat de les Illes Balears, Palma

Cañada, E.; Murray, I. (2019). *Turistificación global. Perspectivas críticas en turismo*. Icaria Editorial.

Cooper, C.; Fletcher, J.; Fyall, A. Gilbert, D.; Wanhill, S. (2007). *El turismo. Teoría y práctica*. Editorial Síntesis. Madrid.

Donaire, J. A, Aguirre, J. M, Antonio, J, Gómez-Martin, M., Mancinelli, F. & Sala, P. (2024) *Un nou turisme per a un nou escenari. Col·lecció Insitut d'Estudis de l'Autogovern*.

Guitart, N. (2019) , “Proposta de model de bones pràctiques per a la gestió turística de les destinacions urbanes a partir dels casos de Barcelona, Amsterdam i Berlín”, *Repositori de Projectes Finals, CETT*.

López Palomeque, Francesc. «Barcelona, de ciutat amb turisme a ciutat turística. Notes sobre un procés complex i inacabat». *Documents d'Anàlisi Geogràfica*, 2015, Vol. 61, Núm. 3, p. 483-506, <https://raco.cat/index.php/DocumentsAnalisi/article/view/298599>.

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Miralbell, O (coord.) (2010). *Gestión pública del turismo*. Editorial UOC. Barcelona

Montfort, V.M. (2000), “La política turística: una aproximación”, en *Cuadernos de Turismo*, N° 6, 2000, pp.7-27. Universidad de Murcia.

Velasco González, M. (2005). *¿Existe la política turística? La acción pública en materia de turismo en España (1951-2004)*. *Política y Sociedad*, 42(1), 169-195. <https://revistas.ucm.es/index.php/POSO/article/view/POSO0505130169A>

Velasco González, M. (2016). *La relación entre acción pública y turismo desde diversas perspectivas: ideas, actores e instituciones*. *PASOS Revista De Turismo Y Patrimonio Cultural*, 14(3). <https://doi.org/10.25145/j.pasos.2016.14.037>

FURTHER READING

Buades, J. (2006): *Exportando paraísos. La colonización turística del planeta*, Palma: La Lucerna



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COURSE CONTENT

Bachelor's Degree in Tourism

Academic Year [2024/25]

Buades, J. (2009). Do not disturb Barceló. Viaje a ls entrañas de un imperio turístico. Icaria. Barcelona.

Montaner, J. (2002). Política y relaciones turísticas internacionales. Ariel Turismo. Barcelona)