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UNIVERSITAT DE  
BARCELONA

## COURSE CONTENT

Bachelor's Degree in Tourism  
Academic Year 2024/25

<b>Code - Course</b>	<b>063218 – Tourism Planning and Development</b>				
<b>Type</b>	Compulsory		<b>Year</b>	3 <sup>rd</sup>	
<b>Thematic Area</b>	Tourism and Territory		<b>Credits</b>	6 ECTS	
<b>Teacher in charge of the course</b>			Dra. Elena Ridolfi		
<b>In-class</b>	60 hours	<b>Teacher-led</b>	40 hours	<b>Individual</b>	50 hours

### BRIEF COURSE DESCRIPTION

This course addresses tourism planning as a key process for developing tourism sustainably within the framework of the Sustainable Development Goals (SDGs) of the 2030 Agenda. Nowadays, in this dynamic sector, organizations and institutions with tourism responsibilities must design strategic and action plans to help manage their activities and tourism products to achieve a lasting, responsible, and balanced model.

The emphasis of this course will be on strategic tourism planning.

The course combines concepts and tools used in tourism planning and leverages digitalization to carry out innovative and sustainable planning projects. Additionally, it focuses on both hard and soft skills, essential for students who will act as tourism managers and deal with real situations and challenges.

### 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

GS05- Teamwork.

### SPECIFIC SKILLS

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

SS11- Manage tourist accessibility and mobility.



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

## LEARNING OBJECTIVES

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1. Understand the different dimensions of tourism and its development within a systemic conception: principles and foundations of global tourism.
2. Know the basic concepts of tourism, its different dimensions and interrelations, understanding its importance as an engine of development of human societies.
3. Know the general principles of tourism sustainability and apply criteria of sustainable tourism.
4. Know and recognize the main agents that act in the national and international tourist market: Public Administrations, companies of final suppliers, agents of distribution and mediation, non-governmental organizations, civil society, etc.
5. To know the different types of tourist spaces and destinations, their valuation and their conditioning factors.
6. Understand the determining factors of the tourist location.
7. Know the impacts produced by the tourist activity
8. Know the techniques of analysis and interpret the existing information regarding a tourist destination.
9. Know the politico-administrative structures that develop the activity in tourist matter and to know how to expose the different strategies of management and tourist policy that the public administrations develop, as well as to know the impacts that this generates.

## ACADEMIC CONTENTS

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- 1. Unit 1. Principles and practice of sustainable tourism planning**
  - 1.1. Tourism global trends and challenges
  - 1.2. The importance of tourism planning and the role of a tourism planner
  - 1.3. Destination system: structure, components, organization and dimensions
  - 1.4. Processes of transformations and impacts induced by tourism
  - 1.5. Sustainable tourism planning
  - 1.6. Tourism planning: vision, principles and objectives
- 2. Unit 2. Tourism planning instruments and techniques**



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- 2.1. Map reading: location, interpretation, and relational analysis of territorial variables.
- 2.2. Resource inventory
- 2.3. SWOT and PESTEL analysis
- 2.4. Tourism carrying capacity assessment
- 2.5. Sustainable Tourism Indicators for tourism planning
- 2.6. Local participation techniques

### 3. Unit 3. Strategic planning for tourism

- 3.1. The stages in the strategic planning process
- 3.2. Strategic tourism plans. Practical examples

## LEARNING METHODOLOGY

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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:

- Activity 1. Analysis and evaluation of strategic tourism plans
- Activity 2. Tourism planning Project
- Activity 3. Skills and abilities of a tourism planner

## ASSESSMENT SYSTEM

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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
Activity 1	Individual	20%	20%	8 <sup>th</sup> week
Activity 2	Group	20%	20%	15 <sup>th</sup> week
Activity 3	Individual	20%	–	16 <sup>th</sup> week
Final Exam	Individual	40%	60%	Exam Week
<b>Total</b>		<b>100%</b>	<b>100%</b>	

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**

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Du Pisani, J. A. (2006). Sustainable development – historical roots of the concept. *Environmental Sciences*, 3(2), 83–96.  
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Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of Tourism Research*, 24(4), 850–867. <https://doi.org/0160-7383/97>

Mason, P. (2015). *Tourism Impacts, Planning and Management*. Routledge. 272 pp.

Mowforth, M., & Munt, I. (2015). *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge.

Saarinen, J. (2019). *Tourism Planning and Development: Contemporary Cases and Emerging Issues*. Routledge.

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