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UNIVERSITAT DE  
BARCELONA

## COURSE CONTENT

Bachelor's Degree in Tourism  
Academic Year [2024/25]

<b>Code - Course</b>	<b>064510 – Advanced Planning of Tourism Destinations</b>				
<b>Type</b>	Elective: specialization		<b>Year</b>	4 <sup>th</sup>	
<b>Thematic Area</b>	Tourism and Territory		<b>Credits</b>	4.5 ECTS	
<b>Teacher in charge of the course</b>			Dra. Maria del Pilar Leal L.		
<b>In-class</b>	45 hours	<b>Teacher-led</b>	30 hours	<b>Individual</b>	38 hours

### BRIEF COURSE DESCRIPTION

This subject is based on the knowledge acquired in "Tourism Planning" aims to further study in depth those aspects that influence the design of tools for planning and management of tourist destinations. This subject will help consolidate theoretical concepts related to sustainable development, acquired through a critical review and analysis of several case studies, and address current issues.

Therefore, students will become familiar with elements that directly affect the current tourism context (such as climate change, globalization, cultural banalization and identity loss, equitable distribution of wealth, or empowerment through decision-making, among others) and will be able to understand how to create and manage sustainable and competitive tourism destinations.

To summarize, the course will deal with the phenomena that shape the job of tourism managers and technicians, and issues directly related to the competitiveness of tourism companies and the sector's key players.

**Keywords:** Tourism planning, tourism management, tourism organization |

### 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.



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GS07- 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.

SS04- Master the foundations of and apply scientific methodology to tourism research.

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

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.

## LEARNING OBJECTIVES

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1. To know different tourism planning strategies that contemplates a sustainable implementation vision, as well as development principles, rules and procedures.
2. Being able to relate different agents involved in touristic destinations and analyse interconnections between them and other external agents.
3. Understand political-administrative structures that develop touristic activity and to know how to display different tourism management and politics strategies that public institutions work up with, as well as become acquainted of the impacts that it may produce.

## ACADEMIC CONTENTS

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1. Introduction to advanced tourism planning
  - 1.1 Review of planning phases
  - 1.2 Review of planning tools and instruments
  - 1.3 Tourism in the context of strategic planning



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- 2 Tourism trend analysis for planning applied to case studies
  - 2.1 Legal and political trends
  - 2.2 Environmental trends
  - 2.3 Social and economic trends
  
- 3 Tourism destination analysis applied to case studies
  - 3.1 The coastal tourism for planning
  - 3.2 The development of rural areas and its impact on tourism activities
  - 3.3 Relevance of conservation of mountain and natural protected areas
  - 3.4 Urban places and historical cities for planning
  
4. Tourism planning development
  - 3.1 Forecasting scenarios for planning
  - 3.2 Applying proposal stage
  - 3.3 Monitoring and assessment of activities in planning
  - 3.4 The final document and presentation |

## 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:

- Case studies
- Discussions
- Practical exercises
- Problem-based learning |

## 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 continuously monitoring the students' workdays throughout the course and a final individual examination. Students must attend classes 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 –Analysis of a tourism plan (principles and critical elements)	Individual	30%	40%	5th week
Activity 2 – Plan Document delivery & presentation)	Group	30%	0%	8 <sup>th</sup> week
Final Exam	Individual	40%	60%	8-10 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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