



Code - Subject	540046 – Local management and governance in tourism				
Type	Elective			Credits	3 ECTS
Subject	Destination planning and management				
Subject Manager					
In person	21 hours	Addressed	29 hours	Autonomous	25 hours

BRIEF DESCRIPTION

The main objectives of the Local Management and Governance of Tourism course is to understand the institutional framework in which tourism is developed at different levels and in particular at the local level; to acquire knowledge about the formulation of tourism policies and the principles of management and governance based on exemplary models and cases.

The course is structured, based on the study and analysis of cases, in aspects associated with the foundations of tourism policy, the principles of governance, the determination of tourist actors and their role in the destination, the organisation of the tourism sector, among other aspects.

LEARNING OUTCOMES

The learning process designed for this subject allows the achievement of the following Subject Learning Outcomes:

M04C2- Identify the factors to be managed for the sustainable development of the tourist destination, from the social, economic and environmental perspective.

M04C3- Recognize the instruments and tools necessary for the management and organization of a tourist destination.

M04S7- Analyze public-private tourism organization models.

M04S8- Interpret tourist destination competitiveness indicators.

They also contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC03, TH01, TH02, TH03, TH08, TS01, TS02, TS07*. All of them can be consulted at [the following link](#).

THEMATIC CONTENTS

1. Management of tourist destinations



2. Policies to promote tourism
3. Principles of tourism governance
4. Tourist actors and their role in the destination
5. Cooperation and institutional relations and tourism

LEARNING METHODOLOGIES

The course will be based on face-to-face work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies are carried out that contribute to contextualizing the concepts covered in each topic. The active participation of the students will be essential for following the course.

The course is taught by a team of professors and professionals who are experts in the creation and management of the development process of sustainable and quality tourism services and products. The methodology used has the main function of dynamizing the training process, guaranteeing optimal monitoring and use of the course for future applications.

Additionally, trips outside the CETT are planned as part of field work and reinforcement of learning .

EVALUATION SYSTEM

The evaluation system measures the student's learning process taking into account the learning outcomes and the content of each subject.

Students can choose between continuous assessment or single assessment:

Continuous Assessment : The teaching-learning process is assessed through continuous monitoring of the activities carried out by students during the semester and a final individual assessment. Students must attend at least 80% of classes to be assessed through continuous assessment.

Single Assessment : Students who cannot attend class regularly may choose to be assessed through the single assessment. The teaching-learning process is evaluated through the evaluation of all activities and a final individual test.

To take advantage of this modality, you must apply through the evaluation section of the Virtual Campus within the first 15 days from the start of the course.

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



Activities	Guy	Continued	Uniqu e	Delivery week ¹
Activity 1 (individual): Local organisation and management in the tourist destination. Analyse the composition and structure of the municipal portfolio and the weight of tourism as a matter of local work.	Individual	40%	-	2nd week
Activity 2 (individual): Preparation of an advisory report for local government under which a participatory process is structured within the framework of governance	Individual	60%	100%	4th week

In order to pass the course, it is essential to have obtained a minimum final grade of “5”, provided that the student has completed the individual test/s or assignment/s established in the course. This test/s or final assignment/s must be graded with a minimum of “4” in order to calculate the average of all the assessment activities carried out during the course.

Review and Reassessment of the Subject

The student has the right to review all assessment evidence that has been designed to evaluate his or her learning.

If the student fails to achieve the learning objectives of the subject, in order to be eligible for a re-evaluation of the subject it is essential to have obtained a final grade of the subject between "4-4.9", and to have taken the individual final test/s of the course.

The re-evaluation process will only involve modification of the final grade record if the new assessment test is passed and, in any case, the maximum grade will be “5”. This grade will be averaged with the rest of the grades from the assessment activities that the student has completed during the corresponding academic period, taking into account the percentages established in each subject, configuring the final grade for the subject.

COPYING AND PLAGIARISM

Without prejudice to any other matters that may be considered appropriate and in accordance with the current academic discipline regulations, any irregularities committed by a student that may give rise to a change in the grade will be assessed with a grade of

¹The delivery week is an estimate that is subject to changes that may arise as a result of possible modifications in the planning or circumstances of the study plan.



zero (0). Assessment activities classified in this way and by this procedure will not be recoverable.

These irregularities include, among others:

- The total or partial copy of a practice, report or any other assessment activity.
- Allowing others to copy the exam/assignment.
- Presenting group work that has not been completely completed by the group members.
- Present as your own those materials prepared by a third party, even if they are translations or adaptations, and in general, works with elements that are not original and exclusive to the student.**
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during individual theoretical-practical assessment tests (exams).

** Artificial intelligence is considered a third-party creation

SOURCES OF INFORMATION

Anton, S. (2012). *Lliçons sobre tourism. The challenge of reinventing destinations*. Ed. Planet. Barcelona.

Cañadas, E. (2020). *Possibilities and limits of inclusive tourism, Territory, work and community in the geographies of tourism*. Doctoral Thesis. Universitat de les Illes Balears, Palma.

Cooper, C.; Fletcher, J.; Fyall, A. Gilbert, D.; Wanhill, S. (2007). *Tourism theory and practice*. Editorial Síntesis. Madrid.

Guitart, N. (2019), "Proposal for a model of practical bones for the tourism management of urban destinations based on the cases of Barcelona, Amsterdam and Berlin", *Repositori de Projectes Finals, CETT*.

López Palomeque, F. (2004), "Public management of tourism in Catalonia. Organization and Tourism Policy of the Autonomous Administration", in *Geographical Research*, No. 34, 2004, pp. 5-27. University of Alicante.

McDonald, M. (2003), *European Community Tourism Law and Polioy*. Blackhall. Dublin

Miralbell, O (coord.) (2010). *Public management of tourism*. Editorial UOG. Barcelona

Montfort, VM (2000), "Tourism policy: an approach", in *Cuadernos de Turismo*, No. 6, 2000, pp. 7-27. University of Murcia.

Murray, Ivan (2015). *Capitalism and tourism in Spain. From the "economic miracle" to the "great crisis"*. Barcelona: Alba Sud Editorial. Available online:
<http://www.albasud.org/publ/docs/68.pdf>

Velasco González, M. (2005). *Tourism Policy. Government and Tourism Administration in*



Spain (f952-2004). Tirant lo Blanch. Valencia.

Velasco González, M. (coord) (2016). Monogràfic magazine Pasos (Vol. 14 N.3. Special Issue Pages. 571-572, 20Jó). Available online: <http://pasosonline.org/Publicados/14316/PASOSS8.pdf>