



Code - Subject	54 0047 – Tourism planning and development strategies in destinations				
Type	Elective		Credits	6 ECTS	
Subject	Destination planning and management				
Subject Manager					
In person	42 hours	Addressed	58 hours	Autonomous	50 hours

BRIEF DESCRIPTION

Tourism planning is one of the key processes in the sustainable development of the activity. In a dynamic sector, organisations and institutions with tourist responsibilities in a territory must have an action plan in order to direct their activities and products towards a sustainable, responsible and balanced model.

This task, often complex, is carried out in an increasingly transversal environment with multiple perspectives and agents involved in its development. A changing context where governance must be a necessary process to guarantee the balance of social, economic and environmental factors that affect and transform current destinations. In this way, strategic planning based on properly articulated policies becomes the indispensable tool to articulate and structure the formulas necessary to carry out the appropriate analysis, correction and monitoring mechanisms. This constitutes the optimization in decision-making on the tourist future of regions that aspire to be competitive and different.

This subject deals with aspects such as tourism and territorial and sectoral planning, and tourism planning and management at different scales, and finally, the management of urban tourist destinations is analysed through case studies.

LEARNING OUTCOMES

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

M04C1- Recognize the territorial tourism planning models, as well as the analysis and planning instruments.

M04H4- Evaluate the motivations, behaviors and evaluations of visitors to tourist destinations to understand the implications of tourism in all its complexity.

M04H5- Design strategies for renewing tourist destinations.

M04H6- Plan sustainable and competitive tourism development strategies.



They also contribute to the achievement of the following Degree Learning Outcomes: ABC. All of them can be consulted at [the following link](#).

THEMATIC CONTENTS

1. Tourism and territorial and sectoral planning
2. Instruments of territorial and sectoral planning
3. The organisation of the tourism sector
4. Theoretical bases and doctrinal principles
5. Tools for tourism planning and management
6. Methodological and operational bases
7. Case studies on management of tourist destinations

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	Type	Continued	Unique	Delivery week ¹
Activity 1 (individual): Creation of a tourism competitiveness diagram that determines the limitations and action plan for a tourist destination. Presentation in the classroom and delivery of the report.	Individual	60%		2nd week
Activity 2 (group): Preparation of a comparative analysis of strategic plans in tourism in destinations at different stages of evolution.	Group	40%	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.

SOURCES OF INFORMATION

Anton, S. (1997). *Methods and techniques for tourism planning of the territory* . Grup d'Estudis Turístics. Geography Unit. Rovira i Virgili University, Tarragona.

Anton, S. (2012). *10 lessons on tourism: The challenge of reinventing destinations* . Planeta Editorial.

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.



- Anton, S., & González, F. (2005). *Territorial planning for tourism* . Editorial UOC.
- Anton, S., & González Reverté, F. (2007). *About tourism: The social construction of the tourist space* . UOC Publishing, SL
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- Blanquer, D. (Dir.) (2002). *Planning and management of the tourist territory* . Editorial Tirant lo Blanch.
- García, P. (2007). *Sustainable development and tourism: Analysis of the environmental legal regime of Spanish tourism legislation* . Editorial Aranzadi.
- González, M. (2006). *Environmental management of the impacts of tourism in sensitive geographical areas* . Editorial Abya Yala.
- Ivars, JA (2003). *Tourism planning of regional areas in Spain* . Synthesis.
- Miralbell, O. (Coord.) (2001). *Public management of tourism* . Editorial UOC.
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- World Tourism Organization (UNWTO) (2007). *A Practical Guide to Destination Management* . WTO.
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- Simancas Cruz, M. (2016). *Territorial planning and management of tourism* . Editorial Sintesis.
- Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0* . Sage.
- Vera Rebollo, J.F., Lopez Palomeque, F., Marchena Gomez, M., & Anton Clave, S. (2011). *Territorial analysis of tourism and planning of tourist destinations* . Tirant Humanities.
- Valls, JF (2004). *Sustainable tourism destination management* . Editora Gestión 2000