

Regional Tourism Policies

Code: 101214
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

There are not prerequisites.

Objectives and Contextualisation

Regional Tourism Policies follows some of the ideas of other geographical subjects of this bachelor's Degree, like *Regional Geography*, *Regional Tourism Resources* and *Cultural Heritage* (all of them compulsory). It also shares some points with four other optional subjects: *Tourism Products*, *Tourist Destinations* and *Public Promotion*, *Tourism and Sustainability* and *Tourism Related Topics*. *Regional Tourism Policies* focuses on the sectoral and territorial nature of tourism regulations. It is mainly a theoretical subject, although it provides a practical approach through different activities. Depending on the student's choices, it can also be connected to the Bachelor's Degree Final Project.

Through the contents of this subject, students will be able to:

1. Understand tourism phenomenon from a territorial and evolutive approach.
2. Identify resources and localization factors of tourism in a territory.
3. Understand different tourism policies in a context where tourism has become an important activity from an economic, social and environmental point of view.
4. Study different practical cases of policies applied to different geographical scales.
5. Realize how sometimes there is a serious difference between theory and reality, between planning and practice.

Competences

- Behave responsibly towards the environment.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.
- Identify and evaluate the elements of a tourism system and how they interact with and impact the environment.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.

- Negotiate with different bodies on tourism development projects for particular areas and regions.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Analyse elements of advanced geography, of regional tourism resources, and of existing methodologies and techniques and impacts of the tourism system.
2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Identify and assess the social impact of tourism.
5. Identify and evaluate the new forms of tourism: ecotourism, cultural tourism, etc.
6. Identify and relate tourism resources and regional resources.
7. Identify public entities' policies on tourism regulation and planning.
8. Identify the environment as a tourist heritage and determine its characteristics.
9. Identify the factors that determine tourism development.
10. Plan and manage activities on the basis of quality and sustainability.
11. Plan, organise and coordinate a work team, creating synergies and showing empathy.
12. Single out the most suitable instruments for applying sustainable tourism policies.
13. Use communication techniques at all levels.
14. Work in a team.

Content

The contents of the subject follow this scheme of four blocks:

1. Introduction. Definition and theoretical differentiation

- Connections between tourism and territory, consequences and impacts.
- Study of territorial incompatibility cases between tourism and other economic activities. The treatment of these situations from tourism policies.

2. Changing tourism and changing territories

- Last trends in tourism. "New" tourism(s) or more of the same?
- The evolution of tourist destinations: Before or after tourism policies?

3. Tourism and territorial planning

- Basic notions of land planning and implications for tourist activities.
- Practical cases of strategic plans and other examples of policies applied to different geographical scales.

4. Tourism planning study cases

- Where do we come from and where do we go?
- Main applicable tourism policies.
- Examples of planning at local and regional scales.

Methodology

Different methodological approaches will concurrently be carried out:

1. Theoretical approach: The professor will provide theoretical explanations to introduce and engage students in the topics illustrated through the contents of the subject. The presentations will be available

on the virtual campus, so traditional note taking won't be needed. Whenever necessary, the sessions will have audiovisual support (videos, students' presentations, etc.).

2. Practical approach: Different activities will be proposed in relation to the theoretical part of this subject. These activities will have to be carried out off the strict teaching schedule. The activities will have to be submitted directly to the virtual campus *Moodle* to be evaluated.
3. **Moodle** virtual campus: This platform will be used as a complement of information, as an alternative means of communication between the student and the professor and for some of the activities. Some extra material will be available on this platform, such as links to recommended papers, topics and contents, calendar, titles of the different activities, etc.
4. Tutoring approach: Some hours will be dedicated to directed activities (depending on the instructions of the professor over the semester) to make progress with the proposed activities (physical presence is not required in this case). Throughout the semester, the professor will be available for a tutorial per activity (the length will depend on the needs), so the student can express his or her doubts and ask any question. These tutorials will be complementary to the weekly hour dedicated to students.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Orals presentations	15	0.6	3, 6, 7, 10, 14
Theoretical sessions	43	1.72	9, 6, 10
Type: Supervised			
Tutorship sessions	14	0.56	9, 6, 5
Type: Autonomous			
Preparation and elaboration of exercises	20	0.8	3, 9, 6, 5, 7, 13, 11
Study	30	1.2	3, 9, 6, 5, 7

Assessment

The CONTINUOUS assessment of Regional Tourism Policies is based on the following system:

1. Three activities over the semester observing the corresponding deadlines (which will be announced in advanced). These activities represent 30% of the final grade (10% each activity). They are optional.
2. An oral presentation with focus on a paper (to choose from a list) represents 20% of the final grade.
3. An exam of theoretical notions, including both the topics explained in the master classes and the oral presentations, represents 40% of the final grade. This exam is compulsory.
4. The attendance to the master classes represents 10% of the final grade.

Conditions to pass Regional Tourism Policies

The student will have to achieve the following conditions:

1. A minimum of 50% of the final test will be required. Otherwise, the student will have to attend the final evaluation. Nevertheless, this final test only represents 40% of the continuous assessment evaluation, so passing it will not be enough to pass the subject and the student will need some of the optional activities to complete his or her final grade.
2. The activities are not compulsory. However, not to do them will imply that these partial grades won't be added to the final grade. On the final evaluation, these activities can be improved, or an activity that hasn't been done before can then be delivered.

3. Finally, all basic skills required in a Bachelor's Degree (like oral communication or the abilities to synthesize, to argue an opinion, to properly write and to prepare formal presentations) will be taken into consideration. Therefore, the professor will have the final say on the evaluation and will value whether the activity meets these basic requirements.

Warning (1): The official calendar published by the establishment includes two different dates: one for the final evaluation and another for the re-evaluation. The final evaluation allows to retake the exam and/or the three activities. Regarding the re-evaluation test (and following UAB regulations), it is important to remember that:

1. The professor will decide of the modality, which in this case it will be an exam.
2. Only those students whose final evaluation is equal or greater than 3,5 and below 5 will be able to access to the re-evaluation.
3. The final grade of the student attending the re-evaluation will not exceed 5 in the record.

Warning (2): In this subject there is no option to take an exam at the end of the semester (as the only evaluative exercise) to try to pass it, without having done anything before.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance	10%	0	0	3
Exam	40%	3	0.12	1, 2, 3, 12, 8, 9, 6, 4, 5, 7
Exercises	30%	15	0.6	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 10, 14
Oral presentation	20%	10	0.4	1, 3, 12, 8, 4, 7, 13, 11, 14

Bibliography

This subject does not follow any specific manual related to the subject. However, some references of articles from academic journals that are part of the long list that will be available in the *Moodle* of the subject are included here, so that the student chooses one from which he/she will have to make his/her oral presentation of the evaluation. This list is extendable and it will be updated as more are published.

1. Mantecón, A. (2012): "El nexo entre urbanización y turismo. Análisis de la opinión pública. *Papers. Revista de Sociologia*, 97(1): 249-272 ([enllaç](#)).
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13. Lojo, A. (2016): "Chinese tourism in Spain: an analysis of the tourism product, attractions and itineraries offered by Chinese travel agencies". *Cuadernos de Turismo*, 36: 243-268 ([enllaç](#)) (en anglès).
14. Olcina, J. y Vera, J. F. (2016): "Cambio climático y política turística en España: diagnóstico del litoral Mediterráneo español". *Cuadernos de Turismo*, 38: 323-359 ([enllaç](#)).
15. Blázquez, M.; Artigues, A. A. y Yrigoy, I. (2015): "Crisis y planificación territorial turística neoliberal en las Islas Baleares". *Investigaciones Turísticas*, 9: 24-49 ([enllaç](#)).
16. Tirado, J. A. (2013): "Análisis de los planes de dinamización del producto turístico. Una propuesta metodológica". *Investigaciones Turísticas*, 6: 95-120 ([enllaç](#)).
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