

Tourism and Planning

Code: 44473
ECTS Credits: 6

Degree	Type	Year	Semester
4317118 Global East Asian Studies	OT	0	2
4317520 Territorial Studies and Planning	OT	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Other comments on languages

Given the international character of the Master's Program, languages used in the classroom will be Catalan and/or Spanish, depending on which is the most common among students

Teachers

Asunción Blanco Romero

Prerequisites

There are none, although an interest in the dynamics of tourism in the territory is expected. Emphasis will be placed on global, national and local dynamics at the level of tourism.

Proficiency in English at the reading level is recommended

Objectives and Contextualisation

General objectives

- Assume theoretical and methodological knowledge at Master's level in relation to tourism studies.
- Understand tourism as an activity that affects the territories and societies where it is established.
- Understand the relevance of tourism at a local, national and international level.
- Assume the basic tools for tourism planning.

Specific objectives

- Study the theoretical and methodological bases of tourism.
- Studying, on a case-by-case basis, the repercussions of the various types of tourism, how each of them interacts in societies and territories.
- Study the basic instruments of tourist territorial planning.
- Study the basic instruments of tourist territorial planning. Understand the dynamics of the phenomenon of tourism at a Global, National and Local level.

Competences

Global East Asian Studies

- Apply research methodology, techniques and specific resources to research and produce innovative results in a particular area of specialisation.
- Critically analyse the socioeconomic and environmental impact of human displacement on different scales, especially in the case of global tourism, addressing the complexity of its management in specific situations.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

Territorial Studies and Planning

- Develop a capacity for critical thinking, analysis and resolution of hypotheses with maximum rigour and quality for each area of local and regional specialisation.
- Promote planning strategies based on innovation and with a gender perspective.
- Recognise and use the most efficient mechanisms and instruments of planning and management, especially in situations of conflict, for a wide variety of spaces at different scales.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.

Learning Outcomes

1. Apply research methodology, techniques and specific resources to research and produce innovative results in a particular area of specialisation.
2. Evaluate regional, social, economic and environmental impacts generated by urban and regional planning as a result of tourism.
3. Evaluate regional, social, economic and environmental impacts of the expansion of tourism.
4. Evaluate the potential of landscapes for tourism.
5. Identify instruments for the planning and management of sustainable and innovative tourism spaces.
6. Identify new tourist products in accordance with sustainability parameters.
7. Identify new tourist products in accordance with the parameters of sustainability.
8. Identify the instruments for planning and managing sustainable tourism spaces.
9. Identify the problems of the tourist sector and take decisions towards solving them.
10. Know the new modes of tourism related to culture and to the urban landscape (cultural tourism and urban tourism).
11. Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
12. Manage situation of conflict between tourism and other economic activities from a planning perspective.
13. Manage situations of conflict between tourism and other economic activities.
14. Plan the tourism sector in an integrated way.
15. Plan the tourist sector in an integrated manner from the perspective of gender.
16. Present a working hypothesis that help to solve regional, urban, social, economic and environmental impacts generated by tourism.
17. Promote models of tourism management based on social equity.
18. That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
19. That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

Content

- Basic concepts in theory and methodology of the study of tourism.
- Basic concepts in tourism planning.
- Tourism and territorial dynamics.
- Tourism and local development.

- Examples of cases: rural tourism, sustainable tourism, accessible tourism, cultural tourism.

Methodology

- Guided activities: theoretical class sessions: 30 hours
- Autonomous activities: preparation of readings, study and preparation of a report: 112.5 hours
- Supervised activities: oral presentation sessions and classroom participation: 7.5 hours

Activities that cannot be done in person will be adapted to the possibilities offered by the UAB's virtual tools. The exercises, projects and theoretical classes will be carried out through virtual tools, such as tutorials, videos, team sessions, etc. The teacher will ensure that the student can access it or offer alternative means, which are available to them.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical class sessions	30	1.2	10, 12, 5, 8, 9, 6, 7, 17, 18
Type: Supervised			
Oral presentation sessions and classroom participation	7.5	0.3	2, 12, 13, 15, 14, 16, 17, 19, 11
Type: Autonomous			
Preparation of readings, study and preparation of a report	92.5	3.7	2, 3, 4, 10, 5, 18

Assessment

- Course follow-up reports: 30%
- Participation and presentation of classroom sessions: 25% (non-re-evaluable activity)
- Final course work: 45%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course follow-up reports	30%	20	0.8	2, 3, 12, 7, 17, 19, 11
Final course work	45%	0	0	2, 4, 15, 14, 16, 18
Participation and presentation of sessions in the classroom	25%	0	0	1, 10, 13, 5, 8, 9, 6

Bibliography

The basic bibliography is attached. Each topic will be provided with a specific bibliography

ANTON, CLAVE, Salvador (2005) Planificación Territorial del Turismo, Ed UOC.

BAGGIO, Rodolfo y KLOBAS, Jane (2011) Quantitative Methods in Tourism. Channel View Publications, Bristol. England

Nelson, Fenando; Coll, Miquel; Brunet, Pere Joan i Monteserín, Obdulia. (2004) "Los Planes de Excelencia y Dinamización Turística (PEDT), Un instrumento de cooperación a favor del desarrollo turístico". Revista Boletín de la Asociación de Geógrafos Españoles, nº 39, pàgs. 201-226.

FULLANA, Pere i AYUSO, Silvia (2002): Turismo sostenible. Barcelona. Rubes ed.

Hall, Derek et .al. (2003) New directions in rural tourism. Aldershot (Inglaterra), Ashgate.

HANLEY, Keith i WALTON, John K (2010) Constructing Cultural Tourism. Channel View Publications, Bristol. England

MARTÍNEZ, A. (2004): Las políticas turísticas de las Comunidades Autónomas en 2004. Estudios Turísticos, nº 229, págs. 23-28.

MORGAN, Michael et al (2010) The Tourism and Leisure Experience. Channel View Publications, Bristol. England

SAEZ, Antonia et al (2006) Estructura económica del turismo. Editorial Síntesis, Madrid

SHAW, Gareth i WILIAMS, Allan (1995) Critical Issues in Tourism. Blakwell. England

TIMM KNUDSEN, Britta y MARIT WAADE, Anne (2010) Re-Investing Authenticity, Tourism, place and Emotions. Channel View Publications, Bristol. England

TRIBE, John (1999) Economía del ocio y el Turismo. Editorial Síntesis, Madrid

Software

None of specific