

Planning and Management of Tourism

Code: 104268
ECTS Credits: 6

Degree	Type	Year	Semester
2503710 Geography, Environmental Management and Spatial Planning	OT	4	0

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

Gemma Canoves Valiente

Prerequisites

None specifically. Just having a general idea of what is happening today in everything related to the field of tourism and the various related problems, the most relevant tourism planning resources, what is done at a tourist level, the news in general, geography, etc. In other words, to have a little general culture and to follow minimally the news, general and also tourist.

Objectives and Contextualisation

- Understand the current reality of tourism and see how it is necessary to plan and manage.
- Relate the concept of local development with the growth of tourism and understand how it plays a major role.
- Diagnose and understand the basic mechanisms of tourism resource management, territorial planning and the positive and negative impacts that can be derived.
- Know in basic terms the main approaches that guide the current intervention on tourist destinations (sustainability, quality, agreement ...).
- Identify the main approaches to planning tourist destinations and associated territorial tools (spatial planning, environmental management ...).
- Outline global strategies for tourism action based on the type of destination and the problem raised.

- Use the basic tools at your disposal to locate relevant data and the appropriate information sources (newspaper libraries, libraries, Internet, etc.) to configure a part of your own collection of materials.
- Synthesize the information, apply the acquired knowledge and present it appropriately, depending on what is required for its evaluation (report, work, exam, etc.).

Competences

- Apply tools for the management of regions, the environment and urban policies in regional and environmental planning.
- Design and manage regional, environmental and urban planning instruments.
- Draw up action and intervention plans in the territory which respond to sociodemographic and environmental problems.
- Generate innovative and competitive proposals in professional activity.
- Work cooperatively in multidisciplinary teams.

Learning Outcomes

1. Explain the impact of tourism on the region.
2. Generate innovative and competitive proposals in professional activity.
3. Identify instruments methods and techniques for tourism management.
4. Make proposals for regional, environmental and urban planning.
5. Work cooperatively in multidisciplinary teams.

Content

The contents of the subject are made up of two main complementary lines.

A first line of contextualization of the tourism phenomenon, its recent evolution, the relationship between tourism, heritage and territory. Analysis of the types of tourism resources and modalities and their implication in the local development of the territories and societies that develop it.

Second, a line of knowledge and analysis of the impacts derived from this industry, the impacts and synergies that it causes (positive and negative) and the need for strategic and territorial planning, through management and correction mechanisms.

Each one of the aspects to be dealt with will be illustrated from case studies, examples of these dynamics and territorial and sectoral realities.

Topic 1. Tourist context. Where do we come from and where are we going? From the Grand Tour to preCOVID-19 Tourism.

Topic 2. Tourism and its role in local development (endogenous).

Topic 3. Tourist modalities and spaces (destinations and products).

Topic 4. The social production of the post-Fordist tourism space. Crisis, touristification and global change.

Topic 5. Tourism and strategic planning. Regulation and management scales

At the beginning of the subject, the schedule of the subject and the detailed program will be available to the students through the Moodle Classroom. It will detail the agenda, the dates of the practical classroom sessions, the field trips, the continuous assessment tests and the delivery dates of the different works.

Methodology

Guided activities: face-to-face sessions to explain the syllabus and for the revision in the classroom of the exercises carried out throughout the course (theory, classroom practices, field trip, etc.).

Supervised activities: review of the exercises proposed as an evaluation tool and that will be available in the virtual platform of the subject.

Autonomous activities: everything that should be done on behalf of students in preparation for the subject. It includes the consultation of diverse material (articles, reports, etc.) available in the virtual platform of the subject, as well as specialized bibliography, both the most general and the one that incidentally is quoted.

The teaching team does not follow any tourism manual, despite the existence of several excellent ones in the market. Any suitable material may be used, such as newspaper articles, press magazines, etc.

Evaluation activities: specified in the corresponding section.

In this subject not allowing a sexist use of language in the students' oral and written contributions.

At the beginning of the course, the teacher will explain the protocol of measures and good practices for field trips.

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			
Debates	2	0.08	3
Explanations of the contents	20	0.8	1
Explanations of the practical exercises	2	0.08	5
Field work	8	0.32	2, 3, 5
Oral exposition by the students (study cases)	1	0.04	2, 5
Type: Supervised			
Practical exercises	16.67	0.67	2, 3, 5
Type: Autonomous			
Individualized tutoring and study work	80	3.2	2, 3, 5

Assessment

This subject/module does not incorporate single assessment.

The evaluation of the subject is specified as follows:

- 2 practices with an eminently practical character (voluntary), of concrete questions exposed in the agenda. Their weight in the final grade is 10% each (20% total) (individuals)
- 1 exercise of a section of a strategic tourism plan to present in poster format (10%) and written report (20%). It is considered as a final assessment test (in group)
- 1 oral presentation of the strategic plan project: 20% (assessable individually and in groups)
- 1 field trip, and the related previous preparation: 20% + 10% (in a group)

The practical activities are optional (but cannot be recovered if they have not been presented, it is explained in detail below).

These practical activities have an optional character (but they cannot be recovered if they have not been submitted).

On carrying out each evaluation activity, lecturers will inform students (on Moodle) of the procedures to be followed for reviewing all grades awarded, and the date on which such a review will take place.

Requirements for evaluation (1st call)

- To obtain a minimum grade of 5 in the written plan, in order to average with the other parts of the assessment. In case of not fulfilling this requirement, this note cannot be compensated with another and it will be submitted to the recovery process.
- There is no obligation of a minimum score in the practical activities and the one obtained will be added to the others for the final grade of the subject. This means that they cannot be done, with the risk, however, that after the rest of the notes are not enough to pass the subject. Keep in mind that the optionality of the practices has a "price": they will be delivered within the established period (to be announced at the beginning of the course) and when it has finished they will not be admitted.

Requirements for recovery:

- Failure to complete the written report will mean that the student must submit to the recovery. That is, in spite of the "mathematical" possibility that the student passes having delivered the practices and attended all the classroom sessions, it will not be so without such proof.
- In case that the minimum grade required in the written report is not obtained, the affected person will need to submit to the recovery. The rest of the notes will be saved for the final grade.
- As for the practical activities, only the recovery (or improvement of grade) of one will be accepted, as long as it has been delivered within the established term throughout the semester. That is to say, in the case of practices, re-evaluation does not imply being able to deliver one that has not been done before.
- On the other hand, no other "alternative" evaluation mechanism is foreseen (presentation of a paper, reading reviews, etc.).
- The oral presentation and the field trip cannot be re-evaluated or recovered.

According to UAB regulations, in order to participate in the recovery process, a minimum grade in the average of the subject must have been obtained. This rating will equal or exceed 3.5. (These conditions are adapted to the regulations on the evaluation of the UAB in Article 112. The recovery http://www.uab.cat/doc/Modificacio_normativa_academica_CG120717).

Students will obtain a Not assessed/Not submitted course grade unless they have submitted more than 1/3 of the assessment items.

Plagiarism

The copying or plagiarism of material, both in the case of works and in the case of exams, constitute a crime that will be sanctioned with a zero to the activity. In the case of recidivism, the entire subject will be suspended. Let's remember that a "copy" is considered a work that reproduces all or most of the work of one or the other

company /a. "Plagiarism" is the fact of presenting all or part of a text of an author as its own, without mentioning the sources, be on paper or in digital format. See UAB documentation on "plagiarism" at: http://wuster.uab.es/web_argumenta_obert/unit_20/sot_2_01.html.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

Procedure for Reviewing Grades Awarded

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
1 poster of the strategic plan	10%	2	0.08	2, 3, 5
1 strategic plan report	20%	1	0.04	4, 2
2 practical activities	20%	4	0.16	1, 2, 3, 5
Field work	20%	8.33	0.33	1, 3, 5
Field work preparation	10%	3	0.12	3, 5
Oral presentation of strategic plan	20%	2	0.08	2, 5

Bibliography

The teaching team of the subject does not follow any specific manual.

For specific information on any question of the subject, the student should consult directly with the teaching team that will provide references in the form of press articles, academic journals, web, books and reference manuals, etc.

Throughout the course, each subject will be provided with the appropriate bibliography through the Moodle platform for this specific subject.

Basic bibliography

Aymerich, Ramon (2021). *La fàbrica de turistes. El país que va canviar la indústria pel turisme*. Edit. Pòrtic

Blanco, Francisco Javier (2020). *Antes de pulsar el botón de reinicio. Retos de la reconstrucción del turismo global tras la covid-19*. Editorial Conciencia.

Cañada, Ernest. & Murray, Ivan. (2019). *Turistificación global. Perspectivas críticas en turismo*. Editorial Icaria.

López Palomeque, Francisco; Vera Rebollo, J. Fernando; Torres Delgado, Anna & Ivars Baidal, Josep A. (2022). *El turismo, ¿fin de época?. Desafíos de España como destino turístico en un nuevo escenario*. Edit. PUV. Universitat de València.

Simancas, Moises. (coord.). *Planificación y gestión territorial del turismo*. Editorial Síntesis, Madrid.

Vera Rebollo, J. Fernando (coord.); López Palomeque, Francisco; Marchena, Manuel; Antón, Salvador (2011). *Análisis territorial del turismo y planificación de destinos turísticos*. Valencia. Tirant lo Blanch.

Complementary bibliography

ANTÓN CLAVÉ, Salvador & GONZÁLEZ REVERTÉ, Francesc. (2005). *Planificación territorial del turismo*. Barcelona, UOC.

BLANCO-ROMERO, Asunción; BLÁZQUEZ-SALOM, Macià; DE LA CALLE, Manuel; FERÁNDEZ TABALES, Alfonso; GARCÍA HERNÁNDEZ, María; LOIS GONZÁLEZ, Rubén.C.; MÍNGUEZ GARCÍA, M.Carmen.; NAVALÓN GARCÍA, Rosario; NAVARRO JURADO, Enrique, & TROITIÑO TORRALBA, Libertad. (2021). *Diccionario de Turismo*. Cátedra, Madrid.

BLANQUER, David V. (dir) (2002). *La ordenación y gestión del territorio turístico*. Valencia, Tirant lo Blanch.

BLÁZQUEZ-SALOM, Macià & MURRAY, Ivan. (2010). Una geohistoria de la turistización de la Islas Baleares. *El periplo sustentable*, 18, p. 69-118.

BLÁZQUEZ-SALOM, Macià & YRIGOY, Ismael. (2016). La planificación del turismo en áreas litorales en España?. En Simancas, M. (coord.). *Planificación y gestión territorial del turismo*. Editorial Síntesis, Madrid, pp. 175-203.

CÀNOVES, Gemma.; BLANCO-ROMERO, Asunción; PRATS, Josep Maria & VILLARINO, Montserrat. (eds.). *Turismo de interior en España. Productos y dinámicas territoriales*. València: Publicacions de la Universitat de València. Colección de Desarrollo Territorial, número 19.

CAÑADA, E. i MURRAY, I. (2019). La turistificación global. Perspectivas críticas en turismo. Barcelona:Icaria.

FERNÁNDEZ TABALES, Alfonso. (dir) (2003). *Manual de Gestión Local del Turismo*. Sevilla, Turismo de la Provincia de Sevilla.

IVARS, Josep. (2003). *Planificación turística de los espacios regionales en España*. Síntesis. Madrid.

ORGANIZACIÓN MUNDIAL DEL TURISMO (1999). *Desarrollo Turístico Sostenible: Guía para Planificadores Locales*. Madrid, OMT.

RULLAN, Onofre. (2010). Las políticas territoriales en las Islas Baleares. *Cuadernos geográficos* , 47 (2010-2), p. 403-428.

SOCIAS CAMACHO, J. M. (2001). *La ordenación de las zonas turísticas litorales*. Madrid: Universidad Carlos III de Madrid. Instituto Pascual Madoz: Boletín Oficial del Estado.

TROITIÑO, Miguel Ángel & GARCÍA, J.S. & GARCÍA, María. (coord.). *Destinos turísticos: viejos problemas, ¿nuevas soluciones?*. Cuenca. Ediciones de la Universidad de Castilla-La Mancha, p. 587-624.

VALLS, Joan Francesc (2005). *Gestión de destinos turísticos sostenibles*. Barcelona, Gestión 2000.

Software

None in particular except the usual office tools and Teams in case of online connections.