

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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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

Maria Asuncion Blanco Romero

Prerequisites

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

Reading level proficiency in English 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 implemented.
- Understand the relevance of tourism at a local, national and international level.
- Assume the basic instruments for tourism planning.

Specific objectives

- Study the theoretical and methodological bases of tourism.
- Study, based on cases, the repercussions of the various types of tourism and how each one of them interacts in societies and territories.
- Study the basic instruments of territorial tourism planning.

- Study the basic instruments of territorial tourism planning. Understand the dynamics of the phenomenon of tourism at a Global, National and Local level.

Learning Outcomes

- CA16 (Competence) Evaluate tourism management models based on social equity.
- CA17 (Competence) Design new tourism products in accordance with sustainability parameters.
- CA18 (Competence) Accept working hypotheses that help to resolve the territorial, urban, social, economic and environmental impacts generated by the expansion of tourism.
- CA26 (Competence) Assess tourism management models on the basis of social equity.
- CA27 (Competence) Design new tourism products in accordance with sustainability parameters.
- CA28 (Competence) Acknowledge working hypotheses that help to resolve the territorial, urban, social, economic and environmental impacts generated by the expansion of tourism.
- KA11 (Knowledge) Identify instruments for the planning and management of sustainable and innovative tourism spaces.
- KA12 (Knowledge) Relate tourism planning in map form with the keys to territorial development (urban, local and city).
- KA13 (Knowledge) Recognise the value of the spatial and territorial projections of new forms of tourism: agro-tourism, ethno-tourism, ecotourism.
- KA26 (Knowledge) Identify instruments for planning and managing sustainable and innovative tourist spaces.
- KA27 (Knowledge) Link tourism planning mapping with the keys to territorial development (urban, local and city).
- KA28 (Knowledge) Recognise the value of spatial and territorial forecasts of new forms of tourism: agro-tourism, ethno-tourism, ecotourism, etc.
- SA19 (Skill) Plan the tourism sector in a gender-integrated manner.
- SA20 (Skill) Communicate and disseminate the impacts of tourism expansion in a clear and concise way.
- SA21 (Skill) Consider conflict situations between tourism and other economic activities from a planning perspective.
- SA22 (Skill) Offer integrated plans for the tourism sector that take the gender perspective into account.
- SA23 (Skill) Communicate and share the impact generated by tourism expansion in a clear and synthetic way.
- SA24 (Skill) Reflect on examples of conflict between tourism and other economic activities from the perspective of planning.

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.
- Case examples: rural tourism, sustainable tourism, accessible tourism, cultural tourism.

Methodology

- Directed activities: theoretical class sessions: 30 hours
- Independent activities: preparation of readings, study and preparation of a report: 57.5 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, Teams sessions, etc. The teacher will ensure that the student can access it or will offer him or her alternative means, which are within their reach.

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	CA16, CA17, KA11, KA12, KA13, SA20, CA16
Type: Supervised			
Sessions of oral presentations and participation in the classroom	7.5	0.3	CA18, CA26, KA13, KA26, SA21, SA22, CA18
Type: Autonomous			
Preparation of readings, study and preparation of a report	57.5	2.3	CA26, CA27, CA28, KA27, KA28, SA21, SA23, SA24, CA26

Assessment

Unique assessment

The student who follows this modality will hand in the evaluation evidence on the date marked for handing in the end-of-course work

- Course monitoring report 30%
- Presentation of sessions 25%
- Final course work 45%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course monitoring reports	30%	20	0.8	CA16, CA18, CA26, CA27, KA11, KA26, SA19, SA24
Final work of the course	45%	25	1	CA18, CA28, KA13, SA20, SA21, SA22
Participation and presentation of classroom sessions	25%	10	0.4	CA17, CA18, KA11, KA12, KA27, KA28, SA20, SA23

Bibliography

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

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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 specific