

Tourism and Planning

Code: 44473
 ECTS Credits: 6

2025/2026

Degree	Type	Year
Global East Asian Studies	OP	1
Territorial Studies and Planning	OP	1

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

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

1. CA22 (Competence) Assess tourism management models on the basis of social equity.
2. CA23 (Competence) Design new tourism products in accordance with sustainability parameters.
3. CA24 (Competence) Accept working hypotheses that help resolve the territorial, urban, social, economic and environmental impacts generated by the expansion of tourism.

4. CA26 (Competence) Assess tourism management models on the basis of social equity.
5. CA27 (Competence) Design new tourism products in accordance with sustainability parameters.
6. CA28 (Competence) Acknowledge working hypotheses that help to resolve the territorial, urban, social, economic and environmental impacts generated by the expansion of tourism.
7. KA11 (Knowledge) Identify instruments for the planning and management of sustainable and innovative tourism spaces.
8. KA12 (Knowledge) Relate tourism planning in map form with the keys to territorial development (urban, local and city).
9. KA13 (Knowledge) Recognise the value of the spatial and territorial projections of new forms of tourism: agro-tourism, ethno-tourism, ecotourism.
10. KA26 (Knowledge) Identify instruments for planning and managing sustainable and innovative tourist spaces.
11. KA27 (Knowledge) Link tourism planning mapping with the keys to territorial development (urban, local and city).
12. KA28 (Knowledge) Recognise the value of spatial and territorial forecasts of new forms of tourism: agro-tourism, ethno-tourism, ecotourism, etc.
13. SA19 (Skill) Plan the tourism sector in a gender-integrated manner.
14. SA20 (Skill) Communicate and share the impact generated by tourism expansion in a clear and synthetic way.
15. SA21 (Skill) Reflect on examples of conflict between tourism and other economic activities from the perspective of planning.
16. SA23 (Skill) Plan the tourism sector in a gender-integrated manner.
17. SA24 (Skill) Communicate and share the impact generated by tourism expansion in a clear and synthetic way.
18. SA25 (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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
<hr/>			
Type: Directed			
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Theoretical class sessions	30	1.2	
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Type: Supervised			
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Sessions of oral presentations and participation in the classroom	30	1.2	
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Type: Autonomous			
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Preparation of readings, study and preparation of a report	90	3.6	
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- Directed activities: theoretical class sessions: 30 hours

- Independent activities: preparation of readings, study and preparation of a report: 90 hours
- Supervised activities: oral presentation sessions and classroom participation: 30 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.

This course allows the use of Artificial Intelligence (AI) technologies exclusively for tasks [to be defined, for example, bibliographic research, information retrieval, text correction or translations. Students must (i) identify the parts that have been generated using AI; (ii) specify the tools used; and (iii) include a critical reflection on how these tools have influenced both the process and the final outcome of the activity. Lack of transparency in the use of AI in this graded activity will be considered academic dishonesty and will result in the activity being graded with a 0 and deemed non-recoverable, or may lead to more severe sanctions in serious cases

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course monitoring reports	30%	0	0	CA22, CA23, CA24, CA27, CA28, KA11, KA26, SA19, SA21, SA23, SA25
Final work of the course	45%	0	0	CA22, CA23, CA24, CA26, CA27, CA28, KA11, KA12, KA13, KA26, KA27, KA28, SA19, SA20, SA21, SA23, SA24, SA25
Participation and presentation of classroom sessions	25%	0	0	CA22, CA24, CA26, CA27, CA28, KA11, KA26, SA19, SA20, SA21, SA23, SA24, SA25

To participate in the recovery, students must have previously been evaluated in a set of activities that account for at least 2/3 of the total grade. If a student has not submitted any evidence of learning or if their submissions represent up to 1/3 of the total grade, they will receive a 'Not evaluable' grade. If they surpass this threshold, the final grade for the subject will be based on the provided evidence of learning.

Copying or plagiarizing material is considered an offense and will result in a zero for the activity. In case of recurrence, the entire subject will be suspended. It's important to note that 'copying' refers to reproducing another student's work, while 'plagiarism' involves presenting someone else's text as one's own without proper citation, whether in print or digital format. You can find more information on plagiarism from the UAB at http://wuster.uab.es/web_argumenta_obert/unit_20/sot_2_01.html

If a student does not submit all evaluation evidence by the specified date, the course instructors will provide a new deadline for recovery purposes.

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%

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

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

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

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

Software

None specific

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	1	Catalan/Spanish	first semester	afternoon