

## 29111 - Economic Structure and Tourism Policy

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	29111 - Economic Structure and Tourism Policy
<b>Faculty / School</b>	177 - Escuela Universitaria de Turismo
<b>Degree</b>	445 - Degree in Tourism
<b>ECTS</b>	10.0
<b>Year</b>	2
<b>Semester</b>	Annual
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

#### **1.3.Recommendations to take this course**

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

Several teaching methods will be implement in class. 'Economic Structure and Tourism Policy' combines theoretical sessions and practical sessions. Moreover, the use of the tourism statistics will require computer lab sessions.

#### **4.2.Learning tasks**

Teaching methodology:

- Lectures.
- Practical exercises.

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- Case studies.
- Student presentations (individual or group).
- Computer lab sessions.
- Tutorial discussion.
- Self-study.
- Final exam.

### 4.3.Syllabus

#### ECONOMIC STRUCTURE OF TOURISM.

Unit 1. Introduction to the tourism phenomenon.

Unit 2. International tourism organizations.

Unit 3. The importance of tourism in the global economy.

Unit 4. Tourism markets.

Unit 5. Economic impact of tourism.

Unit 6. Tourism labour market.

Unit 7. Spanish tourism industry (I). Fundamentals.

Unit 8. Spanish tourism industry (II). Topics.

Unit 9. Spanish tourism industry (III). Typologies.

#### POLICY OF TOURISM.

Unit 10. Introduction to the tourism policy.

Unit 11. The European and Spanish policy of tourism.

Unit 12. The regional policy of tourism.

Unit 13. Introduction to the tourism planning.

### 4.4.Course planning and calendar

The course is spread over 30 weeks with 3 weekly classes of 1 hour (First Semester) and 4 weekly classes (Second Semester).

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The final schedule will be published in the learning platform Moodle.

### *Classroom hours:*

- Lectures: 62h.
- Practical classes: 38h.
- Tutorial discussion: 10h.
- Exams: 6h.

### *Homework hours:*

- Self-study: 134h.

## **4.5. Bibliography and recommended resources**