

29111 - Economic Structure and Tourism Policy

Syllabus Information

Academic Year: 2020/21

Subject: 29111 - Economic Structure and Tourism Policy

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 445 - Degree in Tourism

ECTS: 10.0

Year: 2

Semester: Annual

Subject Type: Compulsory

Module: ---

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

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation. A wide range of teaching and learning task are implemented, such as lectures, practice sessions, autonomous work, tutorials and assessment tasks.

Classroom materials will be available via Moodle. These include the course syllabus, reports, problem sets, etc.

4.2.Learning tasks

This is a 10 ECTS course organized as follows:

- **Lectures** (2.5 ECTS: 62 hours). The teacher presents theoretical contents illustrated with relevant examples.
- **Practice sessions** (1.5 ECTS: 38 hours). They can include computer lab sessions, practical exercises and student presentations.
- **Autonomous work** (5.4 ECTS: 134 hours). Students do tasks such as study, readings, preparation of poster presentations...
- **Tutorials** (0.4 ECTS: 10 hours). Office hours can be used to solved doubts.
- **Assessment tasks** (0.2 ECTS: 6 hours). A final written examination.

4.3.Syllabus

The course will address the following topics:

Section 1. Economic structure of tourism

Topic 1. Introduction to the tourism phenomenon

Topic 2. International tourism organizations

Topic 3. The importance of tourism in the global economy

Topic 4. Tourism markets

Topic 5. Economic impact of tourism

Topic 6. Tourism labour market

Topic 7. Spanish tourism industry (I). Fundamentals

Topic 8. Spanish tourism industry (II). Topics

Topic 9. Spanish tourism industry (III). Typologies

Section 2. Policy of tourism

Topic 10. Introduction to the tourism policy

Topic 11. The European policy of tourism

Topic 12. The Spanish policy of tourism

Topic 13. The regional policy of tourism

Topic 14. Introduction to the tourism planning

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "ETUZ" website <https://etuz.es/>.

4.5.Bibliography and recommended resources