

29171 - Territorial Planning and Tourism

Syllabus Information

Academic year: 2023/24

Subject: 29171 - Territorial Planning and Tourism

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 6.0

Year: 3

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The subject provides the student with the theoretical and instrumental knowledge to practice tourism territorial planning.

From an applied point of view, students will use techniques for the planning and territorial management of tourism, enabling them to design proposals for action from a strategic perspective and in terms of sustainability. For, real planning and management tools will be used for different tourist areas: natural areas; coasts; rural areas with low population density; winter resorts; Tourism Sustainability Plans (PSTD) or urban and special plans (green infrastructure, sustainable mobility, etc.). With special emphasis on the tourist areas of the geography of Aragon.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to the achievement of Objective 11.3, as it provides the student with the technical and scientific skills to design sustainable tourism development plans.

2. Learning results

- Know and use the fundamental sources of information for the planning and management of the tourism territory Use planning techniques and tourism indicator systems at different spatial scales Develop a small-scale (municipal) tourism planning project
- Learn about different models and typologies of management of tourist areas
- Know and identify the main geographical factors and territorial resources of Aragon as a tourist destination.

3. Syllabus

- Unit 1. Introduction to Territorial Planning and Management of Tourism.
- Unit 2. Competencies and instruments of tourism and territorial planning (European, National, Regional, Regional, Local)
- Unit 3. Methodological phases of the planning and management procedure for tourist destinations.
- Unit 4. Main techniques and instruments for territorial tourism planning. Capacity to Charge to the Design of Tourist Cartography.
- Unit 6. Tourist Geography of Aragon.

4. Academic activities

Attendance to theoretical classes: 40 hours

Theoretical-practical sessions where the contents of the subject will be explained

Attendance to practical classes: 25 hours

Manage planning tools and analyze cartographic and thematic databases

Attendance to tutorials: 5 hours

Individual or group tutorials to deepen knowledge

Preparation of team work: 30 hours

Autonomous work of the student. Territorial tourism destination plan

Field trips, Search for outside information, etc.: 26 hours

Exam preparation: 20 hours

Performance of written examinations: 4 hours

5. Assessment system

The final grade for the subject will be obtained from the weighted sum of the following assessment activities:

Activities	Continuous Assessment	Global assessment
Assessment of theoretical contents	30% (2 partial tests)	50% (1 global test of all contents) content)
On-site internships	20% (Manage planning instruments and analyze cartographic and thematic cartographic and thematic databases)	
Territorial tourism destination plan	50% (Individual and non-attendance work)	50% (Individual and non-attendance work)

The student must obtain a minimum of 4 (out of 10) in all the theoretical or practical tests in order to obtain an average (If the student does not reach a 4 in any of the parts, he/she will never obtain more than a 4 in the final **average**).

Assessment criteria for continuous and global assessment: Clarity and order in writing, assimilation of concepts, handling of techniques used in class, participation and ability to issue opinions and conclusions, good presentation and layout of results.

Important: The originality of the contents is required (plagiarism or intellectual non-originality of any test of theoretical or practical assessment will result in the failure of the subject)