

## 29175 - Tourism Policy

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 29175 - Tourism Policy

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 616 - Degree in Tourism

**ECTS:** 3.0

**Year:** 4

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

The purpose of the *Economic Policy of Tourism* is that the student acquires a general vision of how the economic policy is capable of ordering and promoting tourism activity. The performance of different levels of government is analyzed: supranational, national, regional and local.

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/>), specifically, the learning activities planned in this subject contribute to the achievement of goals 5, 8, 10, 10, 12, 16 and 17.

### 2. Learning results

- Understand the basic concepts of economic policies, as well as to have a broad vision of the main initiatives applied in tourism policy from both a practical and theoretical perspective.
- Critically analyze texts and documents on tourism policy implemented by the State and Territorial Administrations.

### 3. Syllabus

UNIT 1. Economic policy.

UNIT 2. Tourism policy.

UNIT 3. The tourism policy of the European Union.

UNIT 4. The central government's tourism policy.

UNIT 5. The tourism policy of the regional governments.

UNIT 6. Tourism policy at the local level.

### 4. Academic activities

**Lectures:** sessions where the contents of the subject are presented: 18 hours

**Case studies:** discussion sessions on articles, reports, press, tourism plans: 12 hours

**Tutoring, subject study, class preparation:** 43 hours

**Assessment tests:** 2 hours

### 5. Assessment system

Continuous Assessment or Global Assessment may be chosen: a) **CONTINUOUS ASSESSMENT**

It consists of the following activities:

-**Individual written test** (60% of the mark, minimum 5 out of 10)

About the theoretical contents of the subject.

-**Student Portfolio** (40% of the grade, minimum 5 out of 10)

It will consist of a dossier of works: readings, press, reports, etc.

At least 70% of the activities must be delivered.

b) **OVERALL ASSESSMENT**

It consists of:

- **Individual written test** (80% of the grade, minimum 5 out of 10)

About the theoretical contents of the subject.

- **Dossier of work** (20% of the grade)

Elaboration of a dossier of individual activities similar to the one elaborated in the Continuous Assessment.

If the student has completed the portfolio during the term, the Continuous Assessment weightings will be maintained.

## **6. Sustainable Development Goals**

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption

17 - Partnerships for the Goals