

61942 - Planning and Management of a Tourism Area

Syllabus Information

Academic year: 2024/25

Subject: 61942 - Planning and Management of a Tourism Area

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 6.0

Year: 1

Semester: First semester

Subject type: Compulsory

Module:

1. General information

The main objective of this subject is to introduce the student to the methods and procedures of strategic territorial planning and the organization of the management of areas receiving tourism. It is designed to deepen the learning and to make a diagnosis of the current situation of an area, so that the student can demonstrate knowledge of the main elements of tourism planning in the context of sustainable development. In order to achieve this objective, different topics will focus on different methodologies and the use of basic sources for the assessment of the tourism potential of a territory in order to suggest management models. The approaches of this subject are oriented towards the achievement of SDGs 4, 8, 9, 12 and 13.

2. Learning results

- 1.- To know the different models and typologies of the planning and management of the spaces receiving tourism.
- 2.- To use planning techniques and tourism indicator systems at different spatial scales.
- 3.- To know and use the fundamental sources of information for the planning and management of a tourist territory.
- 4.- To produce a tourism planning project on a small and medium scale.
- 5.- To analyse the impacts generated by tourism from different analysis perspectives (social, economic, environmental).
- 6.- To inventory and assess the tourism potential of a territory and carry out a prospective analysis of their use in terms of sustainability.

3. Syllabus

Topic I. Fundamentals of territorial planning

Topic II. The spatial planning process: theoretical aspects

Topic III. Techniques and tools for the territorial analysis of tourism.

Topic IV. Methodologies specific to the territorial planning process

Topic V. Public management of tourism and the tourist area

Topic VI. Sustainable tourism: Planning and Management

Topic VII. Nature and mountain tourism management

Topic VIII. Cultural tourism management models

4. Academic activities

4.1. Theoretical classes

The basic concepts of the subject will be presented and explained. They will be theoretical-conceptual master classes in which audiovisual material will be used (power-point presentations, Internet...) and case studies will be approached from technical, audiovisual and graphic documentation. Student participation will be encouraged to discuss the most important contents analyzed in each session.

4.2. Practical classes

In these classes, students will actively participate in the realization of a project whose main objective is to articulate the basis for a proposal of management and planning of a tourist area, in this case, at the municipal level, as if it were a real planning process. It will be carried out at two levels, individual and group. It is intended that the student acquires knowledge of field work techniques and lays the

foundations of knowledge for the professional work of tourism territorial planning. The work will be supervised by the teacher.

4.3. Field trip

Additionally, a field trip may be organized, which may include the participation of invited professionals. This will be communicated sufficiently in advance at the beginning of the teaching period.

4.4. Tutoring

Tutorials may be individual and/or group and will be aimed at resolving doubts related to the theoretical

5. Assessment system

5.1. Evaluation criteria

The evaluation criteria applicable to both the continuous evaluation system and the global evaluation will be based on the methodology used, the structure, organization, presentation, linguistic and grammatical correctness, order and clarity in the exposition, the adequacy of the theoretical contents and the student's critical reasoning.

5.2. Continuous evaluation

In order to pass the continuous evaluation, a minimum of 5 out of 10 must be obtained in each of the sections A, B, and C indicated below.

A. Theoretical evaluation test

It will consist of one or several written test(s) to evaluate the learning of the theoretical contents of the subject reached by the student, whose result will represent 35% of the total of the final grade (minimum 5 out of 10).

B. Individual project

It will consist of the delivery of a work done in paper or digital format and its subsequent exhibition with support (15 minutes) power-point. It will represent 60% of the final grade (75% written work and 25% exposition) (minimum 5 out of 10 in the work and in the exposition).

C. Group project

It will consist of the elaboration and presentation of a work in which a general SWOT diagnosis of the region/territory in which work has been carried out at the municipal level (individual) and that after a consensual selection, gathers those individual proposals that can form a coherent tourist product (5% of the final grade) (minimum 5 out of 10).

5.3. Overall test

Students who do not opt for continuous evaluation, who do not pass the course through continuous evaluation or who wish to improve their grade, will have the right to take the overall test, which will consist of a theoretical-practical written test. The theoretical part will correspond to 35% of the final grade, while the practical part will correspond to 65% of the final grade. A minimum of 5 out of 10 must be obtained in both the theoretical and practical parts in order to pass the overall test.

6. Sustainable Development Goals

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure