



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	062113 – Policies in tourism		
Year	2º	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Law and Tourism Policies	Course Type	Basic Training Subject

### BRIEF COURSE DESCRIPTION

This subject will allow students to understand that tourism in 21st century will need the right Tourism Policy; such policy must be defined by a process of strong coordination and cooperation between the different government organizations, the public and private sectors and always taking into account the awareness of the local population towards tourism.

Tourism Policy exposes, from a social, economic and legal point of view, a highly practical vision of the relations between tourism activities and the intervention of government organizations within the tourism sector, so as to face problems and propose solutions.

This subject enables the student to understand the complexity of the current scenarios and adapt governance to decision-making at different territorial levels, contributing to develop the students personal and professional skills so they can later in life, contribute to developing public tourism management professionally.

### BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.



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### GENERAL SKILLS

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GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability.

GS04- Have a commitment to ethics.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

### SPECIFIC SKILLS

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SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

SS03- Understand the global tourism system and the evolutionary nature of its components' characteristics.

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:



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**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.



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