



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	063218 - Tourism Planning and Development				
Year	3rd	Credits	6 cr ECTS		
Thematic Area	Tourism and Territory		Course Type	Compulsory Subject	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	58 hours

BRIEF COURSE DESCRIPTION

This subject deals with tourism planning as a key process to develop tourism sustainably. Nowadays, in this dynamic sector, organizations and institutions with competence in tourism must design action plans to help manage their tourist activities and products to achieve a durable, responsible and balanced model.

In this sense, strategic plans are indispensable tools for articulating and structuring the necessary formulae that help identify adequate tools for analysis, correction and monitoring.

Job prospects in this area may be designing tools for analysis, correction and monitoring, analyzing the tourism industry and its contribution to the development of destinations, identifying and adding value to tourism resources and last but not least, reviewing existing policies.

Keywords: Tourism planning, tourism management

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS05- Teamwork.



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SPECIFIC SKILLS

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

SS11- Manage tourist accessibility and mobility.

SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

LEARNING OBJECTIVES

1. Understand the different dimensions of tourism and its development within a systemic conception: principles and foundations of global tourism.
2. Know the basic concepts of tourism, its different dimensions and interrelations, understanding its importance as an engine of development of human societies.
3. Know the general principles of tourism sustainability and apply criteria of sustainable tourism.
4. Know and recognize the main agents that act in the national and international tourist market: Public Administrations, companies of final suppliers, agents of distribution and mediation, non-governmental organizations, civil society, etc.
5. To know the different types of tourist spaces and destinations, their valuation and their conditioning factors.
6. Understand the determining factors of the tourist location.
7. Know the impacts produced by the tourist activity
8. Know the techniques of analysis and interpret the existing information regarding a tourist destination.
9. Know the politico-administrative structures that develop the activity in tourist matter and to know how to expose the different strategies of management and tourist policy that the public administrations develop, as well as to know the impacts that this generates.



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ACADEMIC CONTENTS

1. Analysis and planning of tourist spaces and destinations
 1. Organization, planning and management. conceptual relationship
 2. Social and economic transformations induced by tourism
 3. Conflicts and impacts caused by tourism
 4. Sustainable planning
 5. Tourism planning: vision, principles and objectives
2. Planning phases
 1. Phases of tourism development planning
 2. Analytical and diagnostic phase
 3. Propositional phase: strategies, programs and actions
 4. Implementation and monitoring phase
3. Planning tools and instruments
 1. Types of planning tools and techniques
 2. Resource inventory. Analysis and evaluation
 3. SWOT analysis
 4. Indicators
 5. Carrying capacity
 6. ICT at the service of planning and management (GIS)
 7. Scenarios matrix
 8. Local participation techniques

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning



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ASSESSMENT SYSTEM

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:

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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1 – Knowledge test (Part 1)	Individual	10%		Week 5
Activity 2 – Comparative analysis of strategic plans (Part 2)	Group	20%	20%	Week 8
Activity 3 – Development work of a tool for tourism planning (Part 3)	Group	20%	20%	Week 11
Activity 4 – Skills and abilities of a tourism planner	Individual	10%		Week 14
Final Exam (Individual)	Individual	40 %	60 %	Week 18 - 20
	TOTAL	100%	100%	



To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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- Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of Tourism Research*, 24(4), 850–867. <https://doi.org/0160-7383/97>
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- Saarinen, J. (2019). *Tourism Planning and Development: Contemporary Cases and Emerging Issues*. Routledge.



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Simancas Cruz, M. R. (2016). *La planificación y gestión territorial del turismo*. Editorial Síntesis

UNWTO. (2007). *A Practical Guide to Tourism Destination Management*. World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284412433>