

Code-Course	064510 – Advanced Planning of Tourism Destinations				
Year	4 th	Credits	4.5 cr ECTS		
Thematic Area	Tourism and Territory	Course Type	Core Subject		
In-class hours	36 hours	Teacher-led learning hours	36 hours	Individual work hours	40.5 hours

BRIEF COURSE DESCRIPTION

This subject is based on the knowledge acquired in “Tourism Planning and Development” and aims to study in further depth those aspects that influence the design of tools for planning and management of tourist destinations. This subject will help consolidate theoretical concepts related to sustainable development, acquired through a critical review and analysis of several case studies, and address current issues.

Therefore, students will become familiar with elements that directly affect the current tourism context (such as climate change, globalization, cultural banalization and identity loss, equitable distribution of wealth, or empowerment through decision-making, among others) and will be able to understand how to create and manage sustainable and competitive tourism experiences in the tourism sector.

To summarize, the course will deal with the phenomena that shape the job of tourism managers and technicians, and issues directly related to the competitiveness of tourism companies and the sector's key players.

Keywords: Tourism planning, tourism management, tourism organization

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

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

GS05- Teamwork.



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

SPECIFIC SKILLS

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

SS04- Master the foundations of and apply scientific methodology to tourism research.

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

SS09- Understand and use information technology and information management systems in tourism.

SS11- Manage tourist accessibility and mobility.

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

SS13- Manage tourism spaces and destinations.

LEARNING OBJECTIVES

1. To know different tourism planning strategies that contemplates a sustainable implementation vision, as well as development principles, rules and procedures.
2. Being able to relate different agents involved in touristic destinations and analyse interconnections between them and other external agents.
3. Understand political-administrative structures that develop touristic activity and to know how to display different tourism management and politics strategies that public institutions work up with, as well as become acquainted of the impacts that it may produce.

ACADEMIC CONTENTS

1. Introduction to advanced tourism planning
 - 1.1. Review of planning phases
 - 1.2. Review of planning tools and instruments
 - 1.3. Tourism strategic planning



2. Tourism trend analysis for planning

- 2.1. Legal and political trends
- 2.2. Environmental trends
- 2.3. Social and economic trends

3. Tourism destinations analysis

- 3.1. The coastal tourism areas
- 3.2. The development of rural areas
- 3.3. Conservation of mountain and natural protected areas
- 3.4. Concentration of urban places and historical cities

4. Tourism planning development

- 4.1. From theory to practice
- 4.2. Diagnosis and Territorial inventory
- 4.3. Formulation process
- 4.4. The final document and presentation

LEARNING METHODOLOGY

The learning methodologies planned for the 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

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.

Activities	Type	Continuous	Single	Week deadline
Activity 1 – SWOT Analysis of a tourism plan (principles and critical elements)	Individual	20%	--	Week 3
Activity 2 – First document delivery (diagnostic & presentation)	Group	15%	15%	Week 4
Activity 3 – Second document delivery (formulation & presentation)	Group	10 %	10%	Week 7
Activity 4 – Final document delivery (presentation)	Group	15%	15%	Week 11-12
Final Exam (individual)	Individual	40%	60%	Week 18-20
	TOTAL	100%	100%	

To pass the subject it is mandatory to obtain a minimum score of “5” in the final individual test/s.

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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

- Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final

exam/s (both continuous assessment and single assessment) and having attended the final exam.

- B) Students must have been awarded a final minimum grade of 4.0 in the overall course. After the reassessment, the maximum grade is 5.0 in the overall course.

REFERENCES

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- Hall, C.M., & Wood, K.J. (2021). Demarketing Tourism for Sustainability: Degrowing Tourism or Moving the Deckchairs on the Titanic? *Sustainability*, 13(3), 1585.
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