



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064510 - Advanced Planning of Tourism Destinations		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	67 hours
Thematic Area	Tourism and Territory	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject is based on the knowledge acquired in "Tourism Planning" 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 competitiveness of tourism companies and the sector's key players.

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.



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GS05- Teamwork.

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

SPECIFIC SKILLS

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.

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.

LEARNING METHODOLOGY

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



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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.