



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540009 – Territorial Planning and development strategies in urban destinations		
Course year	1	Credits	9 ECST
Thematic Area	Urban destination Planning and management	Course type	Optional
In-class hours	63 hours	Hours of individual work	162 hores

BRIEF COURSE DESCRIPTION

The main objectives of the course *Territorial planning and development strategies in urban destinations* are the following: to know the institutional framework where tourism is developed at different levels and, specifically urban or city tourism; to gain knowledge about urban tourism policy-making and the principles of management; and, finally, master the main techniques and instruments of tourism planning and management in general, and those of urban tourism in particular.

The course is structured in two blocks and is divided into 23 sessions. Both blocks of the course deal with tourism and territorial and sectorial planning, tourism planning and management at different levels and, finally, the management of urban tourism destinations is analyzed through case studies.

BASIC SKILLS

BS6 – Have and understand knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

GENERAL SKILLS

GS2 - Teamwork

GS4 - Have a commitment to ethics

SPECIFIC SKILLS

SS2 – Understand the tourism destination as a comprehensive system where a multitude of variables and factors interact.



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SS4 – Design the process of tourism destination strategic planning.

SS7 – Plan and develop sales and communication strategies and actions for tourism projects.

ACADEMIC CONTENT

1. Tourism territorial and sectorial planning.

- 1.1. Instruments of territorial and sectorial planning.
- 1.2. Tourism sector planning.
- 1.3. Theoretical bases and doctrinal principles.
- 1.4. Methodological bases.
- 1.5. Tourism sustainability indicators: economic, socio-cultural, environmental.
- 1.6. Standards and certifications.

2. The management of urban tourism destinations.

- 2.1. Management measures.
- 2.2. Coexistence of tourists and locals.
- 2.3. Accessibility and mobility.
- 2.4. Public safety and tourism.
- 2.5. Policies to ease congestion in overcrowded tourist sites.

LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group activities and discussions.

The teaching methods planned for this course combine lectures, representative case studies and a field trip which will help students to better assimilate the course contents.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.



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Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Activity 1 (group)	20 %	---
Activity 2 (individual)	---	50%
Activity 3 (group)	20	---
Final Activity (individual)	60%	50%

Review and Reassessment of the Course

The student has the right to review 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:



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A) 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.

REFERENCES

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IVARS, J.A. (2003). Planificación turística de los espacios regionales en España. Síntesis. Madrid.

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