

**COURSE DATA****Data Subject**

<b>Code</b>	35115
<b>Name</b>	Tourism polices
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2022 - 2023

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1317 - Degree in Tourism	Faculty of Economics	3	Second term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	4	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	15 - Tourism economics and policy I	Obligatory
1926 - D.D. in Tourism-Business Management Administration	5 - Asignaturas de cuarto curso	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
PEDRO BUENO, AURORA	110 - Applied Economics

**SUMMARY**

"Tourist Policy I" is a compulsory subject that is attached to the Department of Applied Economics and forms part of the subject "Economy and Tourism Policy I" of the Degree in Tourism.

The objective of the subject is double. On the one hand, it is intended that the student complements his knowledge of the reality around which the tourist activity is developed as well as of the state action in tourism. On the other hand, the student is expected to understand and develop skills for public decision making in the field of tourism.



Tourism can become a source of income and improve the economies of destinations. But the population also tourism in their own countries and regions. And tourism involves not only benefits, but also costs. So the State, as representative institution of a political project shared by people living in a territory, can intervene in the tourism activity of individuals, families and companies to try to get the result provided by tourism is the best for the receiving society that governs and represents.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

There are no additional requirements because it is a compulsory subject of the third year, although it is advisable to have done a good follow-up and have passed the subjects of the previous courses.

## OUTCOMES

### 1317 - Degree in Tourism

- Analyse the economic dimension of tourism.
- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Understand the legal framework regulating tourism activities.
- Identify and manage tourist areas and destinations.
- Manage the tourist territory according to the principles of sustainability.
- Understand a public plan and the opportunities that it affords for the private sector.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Know the objectives, strategy and public instruments of planning

## LEARNING OUTCOMES

Among the results that the approved Study Plan attributes to the global subject "Economy and tourism policy I" indicated below, the subject presents a special contribution to the subset represented by the numbers 1, 2, 4, 5, 7, 8, 9 and 10:

1. Analyze the economic dimension of tourism.



2. Knowledge of the main markets, sectors and agents of current tourism.
3. Analyze the social and political dimension of tourism.
4. Knowledge of the main contemporary tourism policies.
5. Evaluate the tourism potential of a territory.
6. Elaborate tourism policy strategies.
7. Knowledge of sectoral and market characteristics in tourism in the immediate surroundings:  
Community of Valencia
8. Attitude in favor of sustainable development or environmentally sustainable human development.
9. Relationship, communication and negotiation skills.
10. Attitude in favor of cultural diversity and the protection of the natural, cultural and artistic heritage of the territories.

## DESCRIPTION OF CONTENTS

### 1. TOURISM, MARKET AND PUBLIC SECTOR

- 1.1- The functions of the State in a mixed economy. Tourism as an instrument of public policies.
- 1.2- Globalization, the State and public policies.
- 1.3- The tourist destination and public performance.
- 1.4- Tourism as an economic activity. The impacts of tourism.
- 1.5- The Millennium Goals. Tourism and development.

### 2. THE TOURIST POLICY

The concept of Tourism Policy.

The Fines-Medios scheme (Objectives-Instruments) of the Tourism Policy.

Organizational and competence framework of the Tourism Policy.

The supranational framework: tourism policy in the European Union.

The actors of the Tourism Policy.

The objectives and instruments of the Tourist Policy.

**3. OBJECTIVES OF THE TOURISM POLICY: COMPETITIVENESS AND SUSTAINABILITY OF THE TOURIST DESTINATIONS**

The competitiveness of the tourist destination. Competitiveness models.  
How to measure competitiveness.  
Sustainable development.  
Responsible tourism.

**4. INSTRUMENTS OF TOURISM POLICY. THE TOURIST POLICY IN SPAIN.**

The instruments of the Tourist Policy.  
Strategic planning in tourism: process, stages, actors.  
Tourism planning in Spain: historical perspective.  
Tourism Plans in Spain: Objectives and Instruments.  
New challenges for tourism and tourism policy.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	14,00	0
Development of individual work	6,00	0
Readings supplementary material	6,00	0
Preparation of evaluation activities	32,00	0
Preparing lectures	6,00	0
Preparation of practical classes and problem	6,00	0
Resolution of case studies	20,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

- Teaching in the theoretical sessions:
  - Lectures by the teacher with student participation; the previous reading of the recommended basic material is required.



- Teaching in practical sessions:

- Exhibitory classes to solve and guide the proposed practices.

- group work classes.

- presentation of individual and group works.

- resolution of practices developed / proposed by the teacher: simulation of problems, interpretation of quantitative and qualitative information, analysis of specific documentation, etc.

- Tutorials:

- individualized and voluntary by the student to solve aspects related to theoretical teaching and problem solving and other work proposed in the classes.

- in group and volunteers to solve aspects related to the work that must be delivered during the course.

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

## EVALUATION

The subject uses the following competency assessment procedure:

**Synthesis test:** Written test, consisting of an exam that will consist of theoretical and / or theoretical-practical questions on all the content of the subject that appears in the Academic Guide. This test will be assessed with 70% of the student's grade.

**Evaluation of practical activities** based on the preparation of reports and exercises on the contents contained in the Guide. It will be obligatory to make and present all the memories and exercises.

**Continuous assessment of each student:** based on the participation and degree of involvement of the student in the teaching-learning process.

The continuous evaluation and practical activities will make up 30% of the student's grade.





The final grade will be the weighted sum of the synthesis test and the continuous evaluation and practical activities. In case the synthesis test is not passed, the final grade can not exceed a maximum of 4'5.

The student who does not participate in the continuous evaluation or the practices may be evaluated in the synthesis test and may obtain a final grade of 7. In order to pass the subject, he / she must have obtained a minimum of 5 out of 7 points in said test.

## REFERENCES

### Basic

- Díaz, F. M<sup>a</sup> et al (2006): Política Turística: La Competitividad y Sostenibilidad de los Destinos. Tirant lo Blanch, Valencia.
- Sancho, A. Buhalis, D., Pedro, A. Et Alt. (1998): Introducción al Turismo. O.M.T. Organización Mundial del Turismo. Madrid.
- OMT (1999): National and Regional Tourism Planning. Methodologies and Case Studies. WTO. Madrid.
- Pedro, A. (2010): "Turismo y Cambio Climático: Hora de Actuar", en Fayos-Solà, E., Jafari, J. (2010): Cambio Climático y Turismo: Realidad y Ficción. Publicacions de la Universitat de València. València-

### Additional

- Brent Ritchie, J.R. and CROUCH, G.I. (2000): The competitive destination: a sustainability perspective Tourism Management. Vol 21, pp 1-7.
- Garcia Reche, A. Y Nacher, J. (2002): Política Turística en Garcia Reche, A. (COORD.) (2003) : Política Economica Estructural y Sectorial. Tirant lo Blanch. Valencia. Capítulo 9. pp. 109-143
- Inskip, E. (1998): Guide for Local Authorities on Developing Sustainable Development. W.T.O. Madrid.
- Oconnor, P. (2002): Critical success factors for Destination Management System Implementation Tedqual N° 5, 1. W.T.O. pp. 17-20 [www.world-tourism.org](http://www.world-tourism.org)
- Ivars, J. A. (2004): Tourism Planning in Spain. Evolution and Perspectives. Annals of Tourism Research. Vol. 31, N° 2, pp. 313-333
- Fayos-Sola, E., Pedro, A. (2001): No State, no Tourism: The Need for Governmental and Intergovernmental Organizations in the New Age of Tourism, en WAHAB, S. AND COOPER, C. (EDS.) (2001): TOURISM IN THE AGE OF GLOBALIZATION. Routledge. London.
- Torres Bernier, E. (2004): Del turismo en la política económica a la política económica del turismo, en Quaderns de Política Económica, revista electrónica, Vol 7, Mayo-Agosto, 2004. Disponible en [www.uv.es/poleco](http://www.uv.es/poleco)



- Valdés Peláez, L. (2004): La política Turística en la Unión Europea, en Quaderns de Política Económica, revista electrónica, Vol 7, Mayo-Agosto, 2004. Disponible en [www.uv.es/poleco](http://www.uv.es/poleco)
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