

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

Code	35137
Name	Tourism policies II
Cycle	Grade
ECTS Credits	4.5
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	27 - Tourism economics and policy II (AP Tour.dest.plan)	Optional

Coordination

Name	Department
RAUSELL KOSTER, PABLO FRANCISCO	110 - Applied Economics

SUMMARY

The contents of the Tourist Policy II intend to be a continuation with a greater instrumental content of the Tourist Policy I, so that the analytical concepts developed in that subject can be transferred to synthetic and instrumental thinking for the concrete and real analysis of the tourism potentials of the territories. In this way, instrumental procedures will be developed for the diagnosis and evaluation of the tourism reality, the effective procedures of regional and local tourism planning will be analysed, the connection of regional policies (economic, cultural, environmental, social) and their connection with development. And finally given the relevance a specific module on the management of urban tourist destinations will be developed.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Some knowledge in the use of Spreadsheet software

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
- Know the main initiatives to enhance cultural heritage.
- Understand the characteristics of cultural heritage management.

LEARNING OUTCOMES

Detection of the main sources of quantitative information on the tourism situation of a territory.

Ability to develop questionnaires intended to generate own information

Basic Knowledge of techniques to survey opinions and ratings of the tourist population.

Capacity to analyze data from the tourism situation, connecting with the logic of public action.

Understanding the mechanisms, procedures and technic for developing tourism plans and general understanding for public policy

Initiation capabilities for reporting and consulting and elaborate academic and scientific articles.



DESCRIPTION OF CONTENTS

1. The essential logic of tourism planning

Tourism policy perspective. Tourism planning methodologies. Evolution of tourism policy in Spain

2. The analysis and diagnosis of the tourist potential of a territory

The logic of public action. Understanding tourism policies. Sources of information about the tourism situation. The generation of proprietary information; questionnaires and survey techniques. Techniques for the diagnosis

3. The specificities of urban tourism

The concept of the city, the urban context and its implications for the reality of tourism. Strategies tourism: Tourism policy and cultural cities. The institutional model of tourism policy urbana. La Valencia reality within the cultural and urban tourism.

4. Tourism planning in Valencia and in the city of Valencia

Valencia IMPACTUR Study, 2012. OPERATIONAL PLAN OF VALENCIA 2012 Strategic Plan and performances. The tourism model interpretation of the city of Valencia.

5. Techniques for the preparation of reports and academic articles

The presentation of information. Visualization techniques. The logic of academic articles on tourism and tourism policy

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Attendance at events and external activities	7,50	0
Development of group work	10,00	0
Development of individual work	15,00	0
Study and independent work	15,00	0
Resolution of case studies	20,00	0
TOTAL	112,50	



TEACHING METHODOLOGY

The course will be taught in a classroom teaching with informatic resources. The course will be developed in the theoretical part with the support of a web site will be located and develop the contents in hypertext documents (<http://www.uv.es/poltur2>). The class presentations are made from the material provided in the network. The practical, aimed at preparing documents that pose diagnostic and intervention proposals tourism policy, will articulate a more open format and from group work. Will require students to conduct questionnaires to tourists in Valencia. Students may, for the development of work-oriented, use the internet access to access materials related to the job objective, conduct questionnaires and self-assessments, submit jobs to the teacher and network. Also w will use for analysis software such as spreadsheets and statistical packages.

EVALUATION

The course uses the following skills assessment procedure: Continuous evaluations over the presentation of a proposed tourism policy plan to solve a specific problem and will run throughout the course from the series of skills acquired. This procedure, evaluated by the teacher, will comprise 70% of the total score, complemented with a summary assessment of core content from a multiple choice exercise that will involve the remaining 30%. The student who does not participate in the continuous procedure will do the multiple choice exercise (50%) together with a exercise of theoretica development (50%). Trough this last way the maximun score will be a 8 over 10.

REFERENCES

Basic

- Velasco, M (2005): ¿Existe la política turística? La acción pública en materia de turismo en España (1951-2004) Política y Sociedad, 2005, Vol. 42 Núm. 1: 169-195
- Figuerola, M (2004): La organización técnica y administrativa de la política económica del turismo. Especial referencia al caso español. Quaderns de Política Econòmica Revista electrònica. 2ª época. Vol. 7, May.- Ag. 2004
- Fayos-Sola,E., Fuentes L, Muñoz A.I.:(2012):Elaborando un plan de política turística. Consideraciones metodológicas. Papers de turisme, ISSN 0214-8021, Nº. 51, 2012 , págs. 41-65
- OECD (2012), Evaluating Tourism Policies and Programmes, in OECD Tourism Trends and Policies 2012, OECD Publishing. <http://dx.doi.org/10.1787/tour-2012-4-en>
- Velasco, M. (2011): La política turística. Una arena de acción autónoma. Cuadernos de Turismo, nº 27, (2011); pp. 953-969. <http://revistas.um.es/turismo/article/view/140301/126541>



Additional

- Rausell Köster, Pau (2006): "Tránsito de Valencia hacia la ciudad global". Ciudades. Nº 71.
- Exceltur (2012): Estudio Impactur Comunitat Valenciana, 2010
- Pedro, A. (2009): Política turística y desarrollo turístico rural en Crosby, A. (coord.): Re-inventando el turismo rural, gestión y desarrollo. Edit Laertes.