

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

<b>Code</b>	35141
<b>Name</b>	Geography of tourism II
<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	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	28 - Geography of tourism II	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
ARNANDIS I AGRAMUNT, RUBEN	195 - Geography

**SUMMARY**

Any human activity has an impact on the environment. Due its high territorial concentration and seasonality, tourism causes important changes, alterations and regional impacts on human and natural ecosystems. Recent history teaches us that many processes of tourist implantation were carried out spontaneously, without appropriate planning mechanisms and forecasting/mitigation of impacts. As a result, all sorts of problems have been generated, ranging from the irrational and indiscriminate disposal of activities in the territory, congestion, alteration (often irreversible) of ecosystems, pollution in its various demonstrations, etc. The course "Planning Tourism Planning" culminates training in the territorial aspects of tourism that began with the "Introduction to the Geography of Tourism" in the first year, followed by the "Tourism Territorial Resources" and "Tourist Geography of Spain" in the second year, and "Tourism Geography and Environment" in the third year. The teaching program of each of these subjects has been conceived within the framework of a complementary design that will allow the student to understand the spatial dimension of tourism and be competent in solving problems, challenges and opportunities arising from the management and planning of tourist territories.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

Haber alcanzado satisfactoriamente los objetivos de aprendizaje de las asignaturas contenidas en las Materias Geografía (6 ECTS) y Geografía del Turismo I (18 ECTS) del Grado de Turismo

## OUTCOMES

### 1317 - Degree in Tourism

- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Manage the tourist territory according to the principles of sustainability.
- Analyse the impact of tourism.

## LEARNING OUTCOMES

According to the reference document of the Degree of Tourism, the learning outcomes that students will acquire through study of the subject “Tourist Territorial Planning” are.

1. Knowledge of environmental hazards that may occur in tourist areas and the methods and strategies for prevention and minimization.
2. Understanding the physical and human factors influencing the location of tourism and conditioning their implementation and development (climate regime, landscape, distance, political, social and economic, ...)
3. Make an accurate diagnosis on the situation of tourism in different countries and regions, through the knowledge of the global tourism trends and through proper identification of the key elements present in each territory

Knowledge of the principles and methods of territorial planning, and its benefits to the achievement of a rational and attractive tourism territory.

## DESCRIPTION OF CONTENTS



## 1. Territorial implementation of tourism

- 1.1 Basic concepts about tourism
- 1.2 Problems and challenges
- 1.3 Approaches and models
- 1.4 Sustainability as a principle

## 2. Tourism planning process

- 2.1. Principles and foundations
- 2.2. Plan structure
- 2.3. Tourism strategy building
- 2.4. Tourism planning assessment
- 2.5. Analysis of good practices

## 3. Co-responsability-building process

- 3.1 Governance as a key factor of the tourism destination management
- 3.2 The role of the stakeholders: definition, identification and conflicts
- 3.3 Actors' performance in planning: techniques
- 3.4 Case studies

## 4. Towards a new stage in tourism planning: smart destinations

- 4.1 From smart cities to smart destinations: essential similarities and differences
- 4.2 How smart is a destination? Current models of reference to assess it
- 4.3 Master plan as a tool to manage the smart destination
- 4.4 Case Studies

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Classroom practices	15,00	100
Attendance at events and external activities	6,00	0
Development of group work	10,00	0
Development of individual work	5,00	0
Study and independent work	28,00	0
Readings supplementary material	8,00	0
Preparation of evaluation activities	3,00	0
Preparing lectures	10,00	0



Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
<b>TOTAL</b>	<b>150,00</b>	

## TEACHING METHODOLOGY

The teaching methodology is governed by the following principles:

Theoretical working time (2 hours per week) for the development of the contents of the themes. The methodology of theoretical exposition will be the 0"participatory lecture" that combines exposure times with questions, short exercises and other teaching techniques designed to encourage student participation.

Practical working time (2 hour per week) consisting of preparation and submission of a research work. Methodology will be presented to the students at the beginning of the course.

## EVALUATION

Evaluation criteria:

	<b>Maximum (over 10)</b>	<b>Minimum (over 10)</b>
<b>Exam</b>	<b>4</b>	<b>1,6</b>
<b>Research Work</b>	<b>4</b>	<b>1,6</b>
<b>Continuous assessment</b>	<b>2</b>	<b>-</b>

- All activities are mandatory.
- The final grade will result from the sum of partial scores. However, to qualify for the final grade is a prerequisite to achieve **minimum scores** as outlined in the table. Any score below these minimums will involve an overall mark of "suspensó".
- Any supplementary activity for "raising the grade. " will be permitted.



- The marks obtained in the exam and course work will be retained for the second call if minimum score was achieved. Continuous assessment has no second call opportunity.

## REFERENCES

### Basic

- HALL, M. C. (2008) Tourism Planning. Policies, processes and relationships. Pearson Prentice Hall.
- Vera, JF et al. (2011) Análisis territorial del turismo y planificación de destinos turísticos, Tirant Lo Blanch.

### Additional

- Acerenza, M. (1985): Planificación estratégica del turismo: un enfoque metodológico, en Estudios Turísticos, nº 140, p. 47-70
- DREDGE, D.; JENKINS, D.J. (2007) Tourism planning and Policy. Wiley.
- Edgell, D.; Allen, M.; Smith, G.; Swanson, J. (2008) Tourism policy and planning. Yesterday, today and tomorrow. BH- Elsevier. 422 p.
- Ivars, J.A. (2003) Planificación turística de los espacios regionales en España, Ed. Síntesis Planificación Turística, 333 p.
- Mason, P. (2008) Tourism impacts, planning and management. BH Elsevier, 289 p.
- BAUD-BOVY, Manuel (1982) New concepts in planning for tourism and recreation. Tourism Management.
- BURNS, Peter (2004) Tourism planning. A third way? Annals of tourism research, vol. 31, nº 1, 24 43.
- LAWSON & BAUD-BOVY (1977) Tourism and recreation development. The Architectural Press. Boston. 210 págs.
- OSORIO, Maribel (2006) La planificación turística. Enfoques y modelos. Quivera, vol. 8, nº 1, 291 314.
- UIOOT (1971) La planificación turística. Centre International.
- UWTO (2005) Making tourism more sustainable. A guide for policy makers. Disponible en: <http://www.unep.fr/shared/publications/pdf/dtix0592xpa-tourismpolicyen.pdf>
- OMT (1999) Guía para administraciones locales: Desarrollo turístico sostenible. Disponible en: <https://www.e-unwto.org/doi/abs/10.18111/9789284403073>
- UNWTO National and Regional Tourism Planning. Cases studies. Disponible desde la red de la UV (o vpn) en: <https://www.e-unwto.org/doi/book/10.18111/9789284407279>
- Martínez del Vas, G. (2017). Aplicación de los principios de la planificación estratégica al turismo. Análisis de un proceso de escala regional. Cuadernos Geográficos 56(1), 265-289