

Academic Year: ( 2019 / 2020 )

Review date: 28-04-2017

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: GARCIA FERNANDEZ, MIGUEL ANGEL

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 1

## OBJECTIVES

The two subjects of territorial tourism planning and provide students with the knowledge necessary to understand and design different planning instruments that organize the future of space and tourist activities

### Knowledge

- Know the sources of information for the analysis of spaces and tourist activities.
- Know, objectives, strategies and public planning instruments and the opportunities arising for the private sector.
- Know the basic paradigms which articulate the future of activities and tourist areas.
- Know the different instruments of planning activities and tourist destinations.
- Know the methodologies and tools needed for drafting tourism plans.

### Competitions

- Manage specific tools for the development and design of tourism projects linked to the territory.
- Design in practice plans for the territories and tourist destinations.
- Identify problems and potential of tourist areas, diagnostics and drafting strategies for the territories and tourist destinations.
- Ability to summarize in a compressible to capture and apply a tourist plan document.
- Ability to work together for the development of a territorial and tourism plan.

### Attitudes

- A global attitude for relating events of various kinds, as well as understanding the multiple causes of social realities.
- An honest and scientific attitude that enables the management, interpretation and production of information accurately and objectively.
- A participatory approach that allows, through direct contact with the territory observe, recognize and interpret them directly in the events and processes.
- A critical, committed and responsible attitude, permitting awareness of the risks and consequences of certain actions on the territory, promote social justice, promote practices and strategies for sustainable development.

## DESCRIPTION OF CONTENTS: PROGRAMME

The contents of the two subjects of tourist territorial planning focuses on the analysis of different planning tools to then deepen methodologies tourist development plans and management of tourist destinations.

In the first of two subjects the aim is that students internalize the meaning, objectives and whys of planning as well as interest and planning functionality in the specific area in which they will develop their professional work. The various plans affecting tourism destinations and activities are further analyzed.

The second course delves into the formulas needed to define the inventory, identify problems building diagnostics, and define strategies for the development and management of destinations and tourist areas. The concepts needed to tackle each of the phases and techniques to make them operational in the territories and in tourism are provided.

The content of the second subject is organized into:

#### METHODS FOR THE ESTABLISHMENT OF REGIONAL PLANS AND TOURIST.

1. The definition of objectives.
2. The analysis of the current situation of the territory scope of the Plan: the development of inventories.
3. Diagnosis and redefinition of goals.
4. Proposed action scenarios and alternatives.
5. Final definition of strategies and actions. Evaluation and selection according to the objectives.
6. Monitoring of planning: The construction of indicators.
7. The creation of tourism observatories.

#### LEARNING ACTIVITIES AND METHODOLOGY

Students will acquire the skills and capabilities through lectures and practical classes.

- Lectures focusing on the essential theoretical contents of the course ( 1 ECTS credits)
- Development of a working throughout the course consisting in the drafting of a tourist territorial plan ( 5 ECTS credits). A field visit to the selected space for the development of the plan will be included .

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	20
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	80

The evaluation will be continuous and will be based on the following criteria:

Do I work of course ( Development of territorial plan turisticol ): 80 %.

The End Review (evaluation of knowledge and skills ): 20 %.