



Teaching Guide

| Identifying Data | | | | | 2020/21 |
|----------------------------|---|---------------|-------------------------------------|----------------|---------|
| Subject (*) | Planning and management of plans of tourism. The paper of the public and private organizations | | Code | 615524006 | |
| Study programme | Mestrado Universitario en Planificación e Xestión de Destinos e Produtos Turísticos(plan 2016) | | | | |
| Descriptors | | | | | |
| Cycle | Period | Year | Type | Credits | |
| Official Master's Degree | 1st four-month period | First | Obligatory | 6 | |
| Language | SpanishEnglish | | | | |
| Teaching method | Face-to-face | | | | |
| Prerequisites | | | | | |
| Department | Dereito PúblicoEconomía | | | | |
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| Lecturers | Pena Lopez, Jose Atilano Ron Romero, José | E-mail | atilano.pena@udc.es j.ron@udc.es | | |
| Web | | | | | |
| General description | <p>Given the breadth of the object of study and the specificity of the legal aspects, this matter is subdivided into two submateries: the Economic Policy of the Tourism Sector and the elaboration of tourist plans and the legal aspects linked to the planning of tourist destinations. While the former focuses on the study of public actions on the sector in a general sense, the second will focus on the legal aspects related to tourist activity. The Economic Policy of the Tourism Sector proposes an approach to the sectoral policies applied on the tourism sector from the perspective of the Applied Economy, so that it understands the various levels of action and has a global vision of public and private interaction on the sector. First, there is a review of the potential role of public administrations in the promotion of such activities and their temporal evolution. A critical study of de facto developed policies by the various levels of government and their alternatives is then proposed. Finally, various territorial economic analysis tools will be introduced in order to plan both public and private actions and the methodology for the elaboration of plans. In the block linked to the legal dimension will be carried out a review of the regulations affecting tourist activity so that the student has an overview of the legal framework and its effects on tourist activity.</p> | | | | |
| Contingency plan | <p>1. Modifications to the contents There are no modifications to the contents</p> <p>2. Methodologies Given the face to face and non-attendance character of the teaching of the subject, all teaching methodologies are maintained.</p> <p>3.-Personalized student care mechanisms The personalized attention activity will be carried out through email, moodle and Teams in the tutoring hours of the teachers of the subject and attending to the individual requests of the students.</p> <p>4. Modifications to the evaluation No changes are applied to the evaluation initially established; maintaining the same criteria</p> <p>5. Bibliography or webgraph modifications No modifications</p> | | | | |

Study programme competences / results

| Code | Study programme competences / results |
|------|---|
| A1 | CE1 - Que os estudantes coñezan os principios da planificación e a xestión sustentable |
| A2 | CE3 - Aplicar sistemas de calidade e xestión social, ambiental e económica |
| A3 | CE4 - Que os alumnos aprendan as técnicas de dirección de organizacións públicas e de empresas do sector turístico |
| A4 | CE5 - Que os alumnos teñan coñecementos sobre a normativa que regula as actividades turísticas |
| A5 | CE6 - Saber manexar o capital social, entendendo o destino turístico como sistema e relacionar axentes implicados no desenvolvemento do produto turístico |



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| A11 | CE2 - Diagnosticar necesidades e oportunidades e identificar as potencialidades e ameazas do turismo para o desenvolvemento integral das sociedades receptoras |
| B3 | CB8 - Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos |
| B4 | CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades |
| B5 | CB10 - Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que haberá de ser en gran medida autodirigido ou autónomo. |
| B6 | CG1 - Expresarse correctamente, tanto de forma verbal como escrita, nas linguas oficiais da Comunidade Autónoma |
| B9 | CG4 - Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras |
| B11 | CG6 - Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida |
| C1 | CT1 - Resolver problemas de forma efectiva |
| C5 | CT5 - Comportarse con ética e responsabilidade social como cidadán e como profesional |
| C6 | CT6 - Capacidade para interpretar, seleccionar e valorar conceptos adquiridos noutras disciplinas do ámbito turístico |
| C7 | CT7 - Capacidade para a aprendizaxe de novos métodos e teorías, que doten dunha gran versatilidad para adaptarse a novas situacións |
| C8 | CT8 - Comunicar por escrito e oralmente os coñecementos procedentes da linguaxe científica |

| Learning outcomes | | | |
|--|---------------------------------------|---|--------------------------|
| Learning outcomes | Study programme competences / results | | |
| To provide students with the precise concepts and information so that they can understand, contextualize and propose policies for the development of tourism activity. | AJ1 AJ2 AJ3 AJ4 AC2 | BC4 BC5 BC6 BC11 | CC1 CC5 CC6 CC7 |
| To understand the role played by the various policymakers in promoting tourism activity | AJ1 AJ2 AJ3 AJ4 | BC3 BC4 BC5 BC6 BC9 BC11 | CC5 CC6 CC7 CC8 |
| To understand and applied to particular cases statistical and bibliographic sources linked to tourism activity | AJ1 AJ2 AJ3 AJ4 | BC4 BC5 BC6 | CC7 CC8 |
| To manage the tools and methodology of economic analysis and applied economics as a way to interpret tourism reality and act on it | AJ1 AJ2 AJ3 AJ4 AJ5 | BC4 BC5 BC6 | CC5 CC7 CC8 |

| Contents | |
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| Topic | Sub-topic |
| Block I Tourism Sector Economic Policy | 1. Introduction to public policies 2. Economic policy and tourism |
| Theme I.-Tourism and Public Policies | |



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| Theme II: Agents, instruments and actions on the tourism sector | <p>3. Tourism policy objectives: development and well-being.</p> <p>4. Tourism policy instruments: Tourism Economy</p> <p>5. Evolution of tourism policy in Spain</p> <p>6. The tourist policy of the Autonomous Communities.</p> <p>7. Tourism and transport, infrastructure and environmental policy.</p> |
| Theme III: Economy, territory and tourist activities. | <p>8. Tourism policy at the local level.</p> <p>9. Economic planning and tourism</p> |
| Block II. Legal Aspects of Tourism | <p>1.- Evolution of the regulations on tourism management</p> <p>2.- Different rules of tourist content in Galicia.Special reference to legal demands for tourist accessibility</p> |
| Theme I: Administrative Tourism Law | |
| Theme II: Practical legal problems in the tourism sector | <p>3.- The creation of a tourist company. Legal obligations</p> <p>4.- The Administrative procedure applied to tourism relations</p> <p>5.- A particular case: Data protection in tourism areas</p> <p>6.- Application of the new public procurement rule to the tourism sector</p> <p>7.- Special reference to the requirements of CSR in the new rules of contracts in the public sector</p> |
| Theme III: Out-of-court dispute settlement. Mediation and arbitration. Protecting consumers | <p>8.- The principles of mediation applied to the tourism field</p> <p>9.- Effects of mediation</p> <p>10.- Consumer rights of tourist products and services</p> |

| Planning | | | | |
|--------------------------------|--|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests | Competencies / Results | Teaching hours (in-person & virtual) | Student?s personal work hours | Total hours |
| Introductory activities | A1 A11 A2 A3 A4 A5 B11 C1 C5 C7 C6 C8 | 2 | 3 | 5 |
| Guest lecture / keynote speech | A1 A11 A3 A4 A5 B3 B9 C1 C7 C6 | 17 | 34 | 51 |
| Document analysis | A1 A11 A2 A4 A5 B5 B4 B6 B9 B11 C5 C7 C6 C8 | 7 | 21 | 28 |
| Case study | A1 A11 A2 A3 A4 A5 B3 B5 B4 B6 B9 B11 C1 C5 C7 C6 C8 | 8 | 24 | 32 |
| Workshop | A1 A11 A2 A3 A4 A5 B3 B5 B4 B6 B9 B11 C1 C5 C7 C6 C8 | 8 | 24 | 32 |
| Personalized attention | | 2 | 0 | 2 |

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

| Methodologies | |
|-------------------------|---|
| Methodologies | Description |
| Introductory activities | At the beginning of each topic will identify the main objectives that are intended to be achieved, the logical sequence that will be followed in the presentation of contents, the prior knowledge recommended to facilitate the learning process and the specific bibliography. In the case of online students, they will have both the presentations of the subject and the audio and video files with the explanations of each of the topics. The interaction in this case will be either by the Teams app, by phone or by mail or especially through periodic contacts via Teams and skype. |



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| Guest lecture / keynote speech | Every week in class, the subject will be explained, using audiovisual media and documentary sources as support. In these sessions the active participation of students will be necessary to facilitate the teaching-learning process. In the case of online students, they will have both the presentations of the subject and the audio and video files with the explanations of each of the topics. They will also have access to explanations by Teams, by telephone, as by mail or especially through periodic contacts via skype. |
| Document analysis | From the subject's agenda, audiovisual or bibliographic material will be provided as a reference for developing some basic questions that the student must resolve in order to deliver to the teacher |
| Case study | One of the objectives of the subject is the elaboration of a critical analysis of an economic policy proposal, specifically the long-term plans proposed for Spain (2020) using the methodology and concepts explained in the subject. With regard to the study of legal issues, it will be accompanied by the analysis of case studies relating to the interpretation of rules which in some cases will be through comments on case-law as well as the drafting of documents specific to the administrative procedure applied to the tourist field. All these activities will be tutored directly in the face-to-face classes or through the indicated means (mail, telephone, teams or skype) in the case of online students. |
| Workshop | In the practical classes, under the supervision of the teacher and using the aforementioned methodologies (readings, analysis of documentary sources, discussions...) the student must perform a series of practical exercises. The monitoring of the tasks will be both face-to-face and by the means indicated in the remote option. |

Personalized attention

| Methodologies | Description |
|--|---|
| Guest lecture / keynote speech Document analysis Workshop Introductory activities Case study | Both the theoretical part of the subject and the practice and, especially, the case study within the latter, will be complemented with personalized attention from the students' consultations, providing guidance and support in the learning process, as well as motivating the expansion of knowledge following the interests. This activity will be performed in person (in the teacher's tutoring hours) and in the workshop classes themselves or in a non-in-person way (via Teams app, email, by telephone or skype). |

Assessment

| Methodologies | Competencies / Results | Description | Qualification |
|-------------------|--|--|---------------|
| Document analysis | A1 A11 A2 A4 A5 B5 B4 B6 B9 B11 C5 C7 C6 C8 | Throughout the course, a variety of work topics will be proposed that students will need to develop. They will assess the use of the concepts developed in the theoretical classes, the capacity for analysis and the maturation of knowledge. | 25 |
| Workshop | A1 A11 A2 A3 A4 A5 B3 B5 B4 B6 B9 B11 C1 C5 C7 C6 C8 | In the practical classes, under the supervision of the teacher and using the methodologies mentioned above (readings, analysis of documentary sources, discussions...) the student must perform a series of practical exercises that will be valued | 50 |
| Case study | A1 A11 A2 A3 A4 A5 B3 B5 B4 B6 B9 B11 C1 C5 C7 C6 C8 | One of the objectives of the subject is to acquire basic knowledge on Economy of the Tourism Sector, in particular the knowledge of the Spanish and Galician economic reality and its critical study both in the legal and economic aspect. In this sense, exercises will be proposed to analyse recent data on these realities. | 25 |

Assessment comments

The subject has both a theoretical and practical character. Evaluation system The evaluation will be carried out through a set of commentary exercises, data analysis and case studies carried out individually by students in which the knowledge of the subject is put into practice. In this sense, a continuous evaluation can be considered, as the tasks carried out will be monitored periodically to comment on progress and difficulties. In the case of face-to-face students, this follow-up will be carried out directly in the workshops where the contact will be continuous. In the case of distance students, the work is of an individual nature, but the follow-up will be done through a weekly contact, both by phone and skype, where progress and interests and doubts can be raised.



Sources of information

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|----------------------|---|
| Basic | <ul style="list-style-type: none">- Bull, A. (1994). Economía del Sector Turístico. Madrid: Alianza- Castejón Montijano, R. (2013). Introducción a la Economía del Turismo. Madrid: Prentice Hall- Pulido Fernández; J. I. (2012). Política Económica del sector turístico. Madrid: Pirámide- Rivas García, J. (2008). Planificación turística autonómica: dimensiones y perspectivas. Oviedo: Universidad de Oviedo- Stabler, M. et al. (2010). The economics of Tourism. London: Routledge- Velasco González, M (2005). La política turística. Gobierno y administración turística en España.. Valencia: Tirant- Fernández Rodríguez, C. (2016). Derecho administrativo del turismo. Madrid: Marcial Pons- Fernández Ramos, S. (director) (2013). Manual de derecho administrativo del turismo. Madrid: Tecnos- García Saura, P. (2007). Desarrollo Sostenible y turismo. Madrid: Aranzadi- Mezzasoma, L. y Reyes López, M. (2018). Turismo y sostenibilidad. Madrid: Thomson-Reuters-Aranzadi |
| Complementary | |

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.