



Teaching Guide

Identifying Data					2022/23
Subject (*)	Developing strategic plans for tourism development: structure, content and methodology		Code	615524012	
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	2nd four-month period	First	Optional	6	
Language	SpanishEnglish				
Teaching method	Face-to-face				
Prerequisites					
Department	Economía				
Coordinador	Pena Lopez, Jose Atilano	E-mail	atilano.pena@udc.es		
Lecturers	Pena Lopez, Jose Atilano	E-mail	atilano.pena@udc.es		
Web					
General description	<p>The objective of this subject is to introduce the student both in theory and especially in the practice of developing tourism development plans of destination and products. In this sense we will dedicate a part of the teaching to an introduction to the bases and methods of planning to, in the practical part, develop a complete planning process by applying the theoretical bases and the methodologies proposed to a case to be chosen by the student: either a specific tourist product or a tourist destination. This subject has a certain professionalizing nature insofar as it is intended for the direct exercise of a planning of the tourist activity, but at the same time has a research component in the way that involves the application of methodologies for the collection and treatment of information. It is also key in the sense that it provides the basis for later focusing on the study of the various models of tourist product.</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
A6	CE8 - Planificar novos destinos e produtos turísticos
A7	CE9 - Remodelar destinos turísticos maduros para adaptalos ás novas esixencias da demanda e ao desenvolvemento sustentable das comunidades receptoras
A8	CE11 - Saber definir proxectos de investigación innovadores que repercutan positivamente no sector
A9	CE12 - Utilizar as metodoloxías científicas adecuadas tanto cualitativas como cuantitativas
A10	CE10 - Manexar as TIC para a comunicación, promoción e a comercialización
A11	CE2 - Diagnosticar necesidades e oportunidades e identificar as potencialidades e ameazas do turismo para o desenvolvemento integral das sociedades receptoras
B1	CB6 - Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, a miúdo nun contexto de investigación
B2	CB7 - Que os estudantes saiban aplicar os coñecementos adquiridos e a súa capacidade de resolución de problemas en contornas novas ou pouco coñecidas dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo
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
B6	CG1 - Expresarse correctamente, tanto de forma verbal como escrita, nas linguas oficiais da Comunidade Autónoma



B7	CG2 - Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida
B8	CG3 - Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseada no coñecemento e orientadas ao ben común
B9	CG4 - Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras
B12	CG7 - Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade
C1	CT1 - Resolver problemas de forma efectiva
C2	CT2 - Comunicarse de xeito afectiva nunha contorna de traballo
C3	CT3 - Traballar de forma autónoma con iniciativa
C4	CT4 - Traballar de forma colaborativa
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 versatilidade para adaptarse a novas situacións
C8	CT8 - Comunicar por escrito e oralmente os coñecementos procedentes da linguaxe científica
C9	CT9 - Capacidade para resolver problemas con iniciativa, toma de decisións, creatividade, razonamiento crítico e de comunicar e transmitir coñecementos habilidades e destrezas

Learning outcomes			
Learning outcomes	Study programme competences / results		
To know critically the theoretical foundations of tourism planning (Origin, historical evolution, current trends...) and the main planning models (strategic, indicative, minimum policies...)	AJ1 AJ2 AJ3 AJ4 AJ6 AR1 AC2	BC1 BC2 BC3 BC4	CC1 CC4 CC5 CC6 CC7
To know and implement the methodologies applicable in the processes of elaboration of product and destination plans both quantitative and qualitative.	AJ1 AJ2 AJ3 AJ6 AR2 AC1 AC2	BC1 BC3 BC6 BC7 BC9	CC1 CC2 CC3 CC4 CC5 CC6 CC7 CC8 CC9
To manage the various phases of the elaboration of a plan, integrating the stakeholders that set up a tourist cluster	AJ2 AJ3 AJ4 AJ5 AJ6 AJ7 AR1 AR2 AC1 AC2	BC2 BC3 BC4 BC6 BC7 BC8 BC9 BC12	CC1 CC2 CC3 CC4 CC5 CC6 CC7 CC8 CC8 CC9



To write and to analyze critically evaluate action plans on destinations and products	AJ1	BC1	CC1
	AJ2	BC2	CC2
	AJ3	BC3	CC3
	AJ4	BC4	CC4
	AJ5	BC6	CC5
	AJ6	BC7	CC6
	AJ7	BC8	CC7
	AR1	BC9	CC8
	AR2	BC12	CC9
	AC1		
AC2			

Contents	
Topic	Sub-topic
Theoretical basis on planning	The concept of strategic planning: objectives and phases. Historical evolution, typology, criticism and the situation of planning in Spain and Galicia. The geographical problem: the delimitation of the tourist region
The diagnosis in the tourist planning process: destiny and product	Information gathering and diagnosis Coordination of actors and consensus building Technical assessment of priority objectives Image-Mission-Vision The consensus report
Strategic Planning	Identifying Tourism Development Goals Formulation of a Development Strategy Program and Project Preparation Sources and Financing Commitments Cluster-Focused Strategies
Implementation, monitoring and evaluation-feedback of the plan	The implementation of a plan Designing a follow-up structure of the Plan Development of Effective Information Systems Review and Feedback of the Plan

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Introductory activities	A11 B1 B3 B7	3	3	6
Guest lecture / keynote speech	A1 A3 A4 A5 A6 A8 A9 B12 C1 C4 C6	10	20	30
Document analysis	A11 A4 A6 A10 A8 B1 B2 B3 B12 C2 C3	4	6	10
Collaborative learning	A5 A6 A7 A10 A8 A9 B1 B4 B6 B8 B9 C1 C2 C5 C4 C7 C6 C8	4	8	12
Case study	A1 A11 A2 A3 A4 A8 B2	7	21	28
Workshop	A1 A5 A6 A7 A10 A8 B1 B2 B3 B6 B7 B8 C3 C5 C4 C7 C6 C9	10	40	50
Oral presentation	A1 A2 A3 A4 A5 A6 A10 B3 B4 B6 B7 B8 B9	4	4	8



Personalized attention		6	0	6
(*)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.
Guest lecture / keynote speech	Every week in person, the basic knowledge of 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 face-to-face students, they will have the presentations and materials necessary for the follow-up of the explanations in class and will be directly tutored. In the case of online students, the presentations will be accompanied by audio and video files with the necessary explanations by Teams app. In this case the tutoring will be by Teams, mail telephone and 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
Collaborative learning	Since what has been learned in the subject will result in the formulation of a plan, the sharing of the progress made in the plans that each student develops and the continuous debate on the proposals constitutes one of the best methods of collaborative learning. Each student will periodically comment on the peculiarities of their case and their progress, as well as respond and comment on the proposals of their peers.
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 using the methodology and concepts explained in the subject.
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.
Oral presentation	The proposal of plan prepared by each student will be presented and defended as the final task of the course.

Personalized attention	
Methodologies	Description
Guest lecture / keynote speech Case study Collaborative learning Workshop Oral presentation Introductory activities Document analysis	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 carried out in person (in the teacher's tutoring schedules) or non-attendancen (via email, Teams app, by telephone or skype

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Case study	A1 A11 A2 A3 A4 A8 B2	A substantial part of the subject matter will be evaluated by drafting a plan on a destination or product. Each student will choose a destination to develop a plan throughout the course so that each part of the process studied in the class has its reflection in it, both internal and external analysis and the proposal of strategies and products. In the same way, attempts will be made to implement the methodologies and techniques proposed in class	50



Oral presentation	A1 A2 A3 A4 A5 A6 A10 B3 B4 B6 B7 B8 B9	The final work on the development of a plan will be presented and defended. The objective of this defense is to present the final results of the work and comment on the proposals developed for the specific case that the student chose.	25
Document analysis	A11 A4 A6 A10 A8 B1 B2 B3 B12 C2 C3	A part of the subject will be evaluated through the critical study and analysis of current plans. For example, both the current Spanish and Galician tourist plan will be studied. the end of this work and the analysis of the processes explained in the theory in the implementation of a concrete plan. Foreign students will be able to choose plans from their home country for this analysis	25

Assessment comments

The subject has an eminently practical aspect, so the evaluation will be carried out on the tourist planning work carried out by the student. In this regard, a continuous evaluation can be considered as the tasks carried out to comment on progress and difficulties will be regularly monitored.

Sources of information

Basic	<ul style="list-style-type: none"> - Antón, S. y González, F. (2005). Planificación territorial del turismo. . Barcelona: UOC - André, Marien (2004). Casos de turismo cultural: de la planificación estratégica a la gestión de producto. Madrid: Ariel - Ayestarán Crespo, Raquel (2012). Planificación Estratégica y gestión de la publicidad: conectando con el consumidor. Madrid: Esic - Diaz, Beatriz (2011). Diseño de productos turísticos. Madrid: Síntesis - McIntyre, G., Hetherington, A., Inskeo (2005). Desarrollo turístico sostenible: Guía para planificadores locales. Madrid: OMT - Mirabell Izard, Oriol (2010). Gestión pública del turismo. Barcelona: UOC - Phillips, R and Roberts, S (2013). Tourism, Planning and Community Development. London: Routledge - Vera Rebollo, J.F. (Coord.) (2013). Análisis territorial del turismo y planificación de destinos. Valencia: Tirant
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.