



Teaching Guide

Identifying Data					2023/24
Subject (*)	Planning and management of plans of tourism. The paper of the public and private organizations		Code	615524106	
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				
Coordinador	Pena Lopez, Jose Atilano		E-mail	atilano.pena@udc.es	
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>				

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
A12	CE7 - Capacidade para interpretar os cambios sociais e como afectan as innovacións nos produtos e ao comportamento do consumidor
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 coñecidos 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
B11	CG6 - Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida
C1	CT1 - Resolver problemas de forma efectiva
C2	CT2 - Comunicarse de xeito afectiva nunha contorna de traballo
C3	CT3 - Trabajar 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 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 AJ6	BC1 BC2 BC3	CC1 CC2 CC5
To understand the role played by the various policymakers in promoting tourism activity	AJ1 AJ2 AJ3 AJ4 AJ5 AJ7 AC2 AC3	BC1 BC2 BC3 BC7 BC8 BC9	CC1 CC2 CC5 CC6 CC7
To understand and applied to particular cases statistical and bibliographic sources linked to tourism activity	AJ2 AJ3 AJ4 AR1 AR2 AC1	BC4 BC6 BC11	CC1 CC2 CC3 CC4 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 AJ6 AJ7	BC2 BC3 BC7 BC9	

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

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Introductory activities	A12 A10 A9 B1 B8 C6	2	3	5
Guest lecture / keynote speech	A1 A11 A2 A3 A4 A5 A6 A7 A8 A9 B2 B3 B4 B6 B7 B8 B9 B11 C1 C7 C6 C8	17	34	51
Document analysis	A1 A3 A4 A6 C2 C3 C5 C4 C7 C6	7	21	28
Case study	A1 A3 A4 A5 A12 A6 A7 A10 A8 B1 B3 B6 B9 C1 C2 C3 C4 C7 C6 C8	8	24	32
Workshop	A1 A3 A4 A5 A12 A6 A9 B2 B4 B9 C1 C3 C4 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.
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 proposals at local, regional or national scale 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 A3 A4 A6 C2 C3 C5 C4 C7 C6	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 A3 A4 A5 A12 A6 A9 B2 B4 B9 C1 C3 C4 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. These exercises include objective multiple choice tests	50
Case study	A1 A3 A4 A5 A12 A6 A7 A10 A8 B1 B3 B6 B9 C1 C2 C3 C4 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



Since the subject has two parts, the final grade will be the average of both, as long as both parts were passed. In the case of passing only one of the two parts, the grade will be kept for the second opportunity.

The subject has a theoretical and practical character. Assessment system The assessment will be carried out by means of 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, it can be considered an ongoing assessment, as the tasks performed 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 individual, but the follow-up will be carried out through Teams, moodle, telephone or email where progress and interests and doubts can be raised. In this sense, the interaction with the student will be taken into account in the different sections both in the classroom option and in the distance option. Of course, distance students will have the recordings of the classes of explanation of the subject in the application in moodle and in Teams.

Sources of information

Basic	<ul style="list-style-type: none"> - Stabler, M. et al. (2010). The economics of Tourism. London: Routledge - Rivas García, J. (2008). Planificación turística autonómica: dimensiones y perspectivas. Oviedo: Universidad de Oviedo - Velasco González, M (2005). La política turística. Gobierno y administración turística en España.. Valencia: Tirant - Bull, A. (1994). Economía del Sector Turístico. Madrid: Alianza - 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 - Pulido Fernández; J. I. (2012). Política Económica del sector turístico. Madrid: Pirámide - Castejón Montijano, R. (2013). Introducción a la Economía del Turismo. Madrid: Prentice Hall - Mezzasoma, L. y Reyes López, M. (2018). Turismo y sostenibilidad. Madrid: Thomson-Reuters-Aranzadi - Vanhove, N. (2005). The Economics of Tourism destinations. London: Elsevier
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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.