

Academic Year/course: 2021/22

61942 - Planning and Management of a Tourism Area

Syllabus Information

Academic Year: 2021/22

Subject: 61942 - Planning and Management of a Tourism Area

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 6.0

Year: 1

Semester: First semester

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favor the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, tutorials, and assessment tasks.

Students are expected to participate actively in the class throughout the semester.

Classroom materials and further information will be provided on the first day of class. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

4.2. Learning tasks

This is a 6 ECTS course organized as follows:

- **Lectures** (1 ECTS: 20 hours). The teacher presents theoretical contents illustrated with relevant examples.
- **Practice sessions** (1 ECTS: 20 hours). They include a practical work and also discussion and presentation of case studies, practical work outside the classroom (field work or visits), and seminars.
- **Autonomous work** (1 ECTS: 20 hours). Students do tasks such as study, readings, preparation of practice sessions and seminars, and summative assignments.
- **Tutorials** (0.5 ECTS: 5 hours). Office hours can be used to solved doubts and for follow-upon students' learning progress.

•**Assessment tasks** (0.5 ECTS: 5 hours). A final written examination.

4.3. Syllabus

The course will address the following topics:

- Topic 1. Fundamentals of territorial planning
- Topic 2. The process of territorial planning: theoretical aspects
- Topic 3. Techniques and instruments for the territorial analysis of tourism
- Topic 4. Methodologies of the territorial planning process
- Topic 5. Public management of tourism and tourism space
- Topic 6. Sustainable tourism: Planning and management
- Topic 7. Management of Nature and Mountain Tourism
- Topic 8. Cultural Tourism Management Models

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Empresa y Gestión Pública" website (<https://fegp.unizar.es/>).

4.4. Course planning and calendar

Training and evaluation activities	Distribution	Credits
CLASSROOM ACTIVITIES		1,44
Theoretical classes	Sessions of 2 hours and 15 minutes weekly	0,72
Practical classes and lecture	Sessions of 2 hours and 15 minutes weekly	0,72
NON-CONTACT ACTIVITIES		4,56
Tutorials	8 activities lasting 2 hours	0,6
Final exam	3 hours test	0,12
Personal work includes study of theoretical content, project implementation and preparation of the final test	96 hours	3,84

4.5. Bibliography and recommended resources