

29111 - Economic Structure and Tourism Policy

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	10.0
Course	2
Period	Annual
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

Several teaching methods will be implement in class. 'Economic Structure and Tourism Policy' combines theoretical sessions and practical sessions. Moreover, the use of the tourism statistics will require computer lab sessions.

5.2.Learning activities

Teaching methodology:

- Lectures.

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- Practical exercises.
- Case studies.
- Student presentations (individual or group).
- Computer lab sessions.
- Tutorial discussion.
- Self-study.
- Final exam.

5.3.Program

ECONOMIC STRUCTURE OF TOURISM.

Unit 1. Introduction to the tourism phenomenon.

Unit 2. International tourism organizations.

Unit 3. The importance of tourism in the global economy.

Unit 4. Tourism markets.

Unit 5. Economic impact of tourism.

Unit 6. Tourism labour market.

Unit 7. Spanish tourism industry (I). Fundamentals.

Unit 8. Spanish tourism industry (II). Topics.

Unit 9. Spanish tourism industry (III). Typologies.

POLICY OF TOURISM.

Unit 10. Introduction to the tourism policy.

Unit 11. The European and Spanish policy of tourism.

Unit 12. The regional policy of tourism.

Unit 13. Introduction to the tourism planning.

5.4.Planning and scheduling

The course is spread over 30 weeks with 3 weekly classes of 1 hour (First Semester) and 4 weekly classes (Second Semester).

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The final schedule will be published in the learning platform Moodle.

Classroom hours :

- Lectures: 62h.
- Practical classes: 38h.
- Tutorial discussion: 10h.
- Exams: 6h.

Homework hours :

- Self-study: 134h.

5.5.Bibliography and recommended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29111&Identificador=13318>