

## 61942 - Planning and Management of a Tourism Area

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	61942 - Planning and Management of a Tourism Area
<b>Faculty / School</b>	228 - Facultad de Empresa y Gestión Pública
<b>Degree</b>	471 - Master's in Tourism Management and Planning
<b>ECTS</b>	6.0
<b>Year</b>	1
<b>Semester</b>	Half-yearly
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

#### **1.3.Recommendations to take this course**

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

The learning process that is designed for this subject is based on the following:

The learning process that is designed for this subject is based on the combination of participatory lectures, cooperative work, writing a territorial planning project, attendance and participation in professional conferences, as well as discussion and critical-thinking texts and readings.

#### **4.2.Learning tasks**

### 4.3.Syllabus

The program that the student is offered to help you achieve the expected results includes the following activities:

#### Unit 1. Fundamentals of territorial planning

1. The territorial dimension of tourism
2. Spatial planning
3. The plan: the basic management tool

#### Unit 2. The process of territorial planning: theoretical aspects

1. The territorial planning process
2. territorial plan systems

#### Unit 3. Techniques and tools for territorial analysis

1. Introduction: tourist territorial resources
2. The inventory of resources. Methodology
3. Analytical Techniques
4. Evaluation of the tourism potential
5. Economic Evaluation Techniques
6. Territorial planning process' methodologies

#### Unit 4. Public management of tourism and tourist space

1. Preliminary considerations about the state's intervention in tourism
2. The most recent period in the Spanish planning and tourism policy
3. The future: Horizon Plan 2020

#### Unit 5. Management and Planning Sustainable tourism.

1. Basic concepts under the Development and Sustainability.
2. Tourism and sustainable development.
3. Sustainability indicators' systems
4. Sustainable tourism policies.
5. Social Tourism
6. Ecotourism

#### Unit 6. Models of management of cultural tourism

1. Approach to the concept of Cultural Tourism
2. Management of cultural heritage as a tourism resource
3. Cultural tourism in Aragon
4. Case Study: The Cultural Parks

#### Unit 7. Tourism Management of Protected Natural Areas

1. Tourism and ENP: an ambiguous relationship.
2. protection policies. Public PNE management tools and compatibility with its sustainable tourist use
3. Main management instruments of a protected natural area

#### 3.1 The Master Plans for Use and Management (PRUG)

#### 3.2 Plans for Natural Resources (PORN)

#### 4. Policies of space protection and its tourist use in Aragon

5. Case Study: the tourist use of the Natural Park of Sierra and Canyons of Guara

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Unit 8. Management of nature tourism and mountain

1. The mountain as a tourist stage
2. Nature Tourism and Mountain Tourism

- 2.1.- Nature Tourism
- 2.2.- Active Tourism / Sports in Aragon
- 2.3.- Snow tourism
- 2.4 Case Study: The company Aramon

Unit 9. Rural Tourism

1. Background. conceptual delimitation. Rural areas as a tourist resort
2. Differential characteristics of rural tourism product. Its Marketing.
3. Rural tourism in Spain. Background. Analysis of supply. Demand. Study of cases
4. Rural tourism in Europe. Study of cases

Unit 10. Types of health tourism management

1. Introduction
2. Historical Background
3. The tourist aspect of thermalism nowadays
4. The thermal tourism in Spain
5. Spas in Aragon
6. Study case: Panticosa Resort

### 4.4.Course planning and calendar

Training and evaluation activities	Distribution	Credits
<b>CLASSROOM ACTIVITIES</b>		<b>1,44</b>
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
<b>NON-CONTACT ACTIVITIES</b>		<b>4,56</b>
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