

Academic year	2015-16
Subject	11451 - Territorial Tourism Planning
Group	Group 1, 1S
Teaching guide	B
Language	English

Subject identification

Subject	11451 - Territorial Tourism Planning
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 1S (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Macià Blázquez Salom mblazquez@uib.cat	12:00	13:00	Tuesday	14/09/2015	15/07/2016	Despatx 47

Contextualisation

The analysis of the social production of tourist space allows us to establish planning and management tools devoted to local society development. The current crisis makes it even more necessary to develop institutional collaboration to improve territorial tourism planning. The Balearic Islands, Spain and other destinations linked to transnational corporations with headquarters located in the Balearic Islands will be taken as case studies to analyze the private and public policies of territorial tourism planning.

Requirements

The classes will be conducted in English and so students should have a good command of the language in order to understand the course content. Furthermore they will need to participate in the class discussions, expressing their own ideas, giving a presentation and submitting a written project paper in English. Level B2 or above is highly recommended. It is recommended that students have at least a basic knowledge of urban and regional planning. There are not additional requirements other than those demanded in order to be admitted at the MTDP.

Skills

General, cross-circular and specific competencies are developed in this subject, in addition to the basic ones. Its main aim is contribute to the students' formation with holistic geographical knowledge of practical territorial tourism planning.

Teaching guide

Specific

- * [CE13] Know the general legal framework of tourism activities (both in regards to aspects related to the territory planning, as to the management of tourism firms), to be able to plan and develop tourism activity..
- * [CE16] Learn how to deal with the different information and communication technologies associated with geographical information systems for tourism analysis and planning..
- * [CE19] Command analytical and observational strategies developed from the usual methods of geographical research based on field trips, laboratory (scientific and computational), and concreteness in office work..

Generic

- * [CG5] Know the main policies of planning and management of tourist destinations and techniques of business management for companies that carry out their activity in the tourism sector..

Transversal

- * [CT5] Ability to define priorities in the achievement of objectives..
- * [CT2] Ability to organize and plan..

Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

The contents of this topic will introduce: firstly the theoretical framework of territorial tourism planning; secondly, an overview of the current experience of planning tools development for national, regional and local study cases; finally, it will close with the analysis and evaluation of an spectrum of diverse policies in practice.

These are some of the contents that will be developed through the learning process:

- * Tourism spatial planning (national, regional and local). National, regional and local spatial planning. Territorial structure: urban system, infrastructure networks and rural areas.
- * The development of tourism and its impact on local society. Social production of tourism space. Dependence and centre-peripheries theories. The Gormsen's theory of the pleasure peripheries evolution. Stephen Britton's seminal proposals on tourism socio environmental impacts, the economic leakages.
- * Tools for spatial planning and management.
 - * Destination promotion. Entrepreneurial cities. Tourism destinations competitiveness. Tourism excellence and sustainability.
 - * Territorial tourism regulation. Coastal areas planning and management. Regional and local planning in Spain and particularly in the Balearic Islands. Natural and cultural heritage planning and management.
 - * Spatial fix and infrastructure development.
- * Tourism as a tool for local development. Uneven geographical development theories. Development as conceptual paradigm. Logical framework approach as a goal oriented project planning. Experiences in & out, related to Balearic Islands' tourism corporations.

Theme content

1. Theoretical framework
2. National level experiences
3. Regional and local level experiences

Teaching methodology

Several sessions of lecturing will be devoted to introduce the theoretical bases, legal framework and policies experiences. Further to this, two seminars will be developed on the field, studying practical experiences of territorial tourism planning within the most important mass tourism resorts of Majorca.

Individual and groupal tutories will be offered through Campus Extens platform.

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lecturing	Large group (G)	Know the general legal framework of tourism activities to be able to plan and develop tourism activity.	6
Seminars and workshops	Field work	Medium group (M)	Data collection, diagnosis and planning proposals development. Know how to work in a team and deal with problematic situations in a collaborative way. Ability to work in an interdisciplinary team	10
Assessment	Evaluation	Large group (G)	Individual writing of an exam	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Study	Assimilation of knowledge and achievement of skills.	40
Group self-study	Team work	Assimilation of knowledge and achievement of skills.	17

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

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The evaluation will be based on three elements, including participation, essay based on the field work in group and a final exam

Lecturing

Modality	Theory classes
Technique	Observation techniques (non-retrievable)
Description	Know the general legal framework of tourism activities to be able to plan and develop tourism activity.
Assessment criteria	
Final grade percentage:	10%

Field work

Modality	Seminars and workshops
Technique	Student internship dissertation (non-retrievable)
Description	Data collection, diagnosis and planning proposals development. Know how to work in a team and deal with problematic situations in a collaborative way. Ability to work in an interdisciplinary team
Assessment criteria	
Final grade percentage:	40%

Evaluation

Modality	Assessment
Technique	Extended-response, discursive examinations (retrievable)
Description	Individual writing of an exam
Assessment criteria	
Final grade percentage:	50%

Resources, bibliography and additional documentation

Basic bibliography

Hof, A.; Blázquez, M. (2015). "Changing tourism patterns, capital accumulation, and urban water consumption in Mallorca, Spain: a sustainability fix?". *Journal of Sustainable Tourism*. DOI: 10.1080/09669582.2014.991397.

Pons A.; Rullan, O.; Murray, I. (2014). «Tourism capitalism and island urbanization: tourist accommodation diffusion in the Balearics, 1936-2010», *Island Studies Journal*, 9 (2), 239-258.

Yrigoy, I. (2014) «The production of tourist spaces as a spatial fix», *Tourism Geographies*, 16 (4), 636-652.

Complementary bibliography

Andrews, H. (2005). «Feeling at home: Embodying Britishness in a Spanish charter tourist resort», *Tourist Studies*, 5, 247-266.

Buades, J. (2014[1996]). *Exportando paraísos. La colonización turística del planeta*. Barcelona: Alba Sud. <http://www.albasud.org/publicacion/ca/63/exportando-paraissos-la-colonizacion-turistica-del-planeta>.

Gormsen, E. (1997). "The impact of tourism on coastal areas". *GeoJournal*, 42 (1), p. 39-54.

Murray, I. (2015). Capitalismo y turismo en España. Del "milagro económico" a la "gran crisis". Barcelona: Alba Sud. <http://www.albasud.org/noticia/ca/703/capitalismo-y-turismo-en-espa-a-del-milagro-econ-mico-a-la-gran-crisis>



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Picornell E 2014 «Insular identity and urban contexts: representations of the local in the construction of an image of Palma (Majorca, Balearic Islands)», *Island Studies Journal*, 9.2, 233-8.

Rullan, O. (2008). "Reconversión y crecimiento de las zonas turísticas. Del fordismo al postfordismo". Troitiño, M.A.; García, J.S. i García, M. (coord.).

Destinos turísticos: viejos problemas, ¿nuevas soluciones?. Cuenca: Ediciones de la Universidad de Castilla-La Mancha, p. 587-624.

Rullan, O. (2011). "La regulación del crecimiento urbanístico en el litoral mediterráneo español". Ciudad y Territorio, Estudios Territoriales, XLIII (168), p. 279-297.

Rullan, O. (2010). "Las políticas territoriales en las Islas Baleares". *Cuadernos geográficos*, 47 (2010-2): 403-428.

Vera, F. & Rodríguez, I. (2012). *Renovación y reestructuración de destinos turísticos en áreas costeras. Marco de análisis, procesos, instrumentos y realidades*. València: Publicacions de la Universitat de València.

Other resources

Other resources will be handed out and dealt with in the classroom or uploaded on the Moodle platform of Campus Extens

