

Academic year	2017-18
Subject	11460 - Tourism Planning Applied to Spatial Management
Group	Group 1, 1S
Syllabus	A
Language	English

## Subject

<b>Name</b>	11460 - Tourism Planning Applied to Spatial Management
<b>Credits</b>	0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours).
<b>Group</b>	Group 1, 1S (Campus Extens)
<b>Period</b>	First semester
<b>Language</b>	English

## Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Macià Blázquez Salom <a href="mailto:mblazquez@uib.cat">mblazquez@uib.cat</a>	12:00	13:00	Tuesday	01/09/2017	31/07/2018	Despatx 47, edifici Beatriu de Pinós
Ivan Murray Mas <a href="mailto:ivan.murray@uib.cat">ivan.murray@uib.cat</a>	16:30	18:00	Tuesday	13/02/2018	29/05/2018	45 Beatriu de Pinós

## Context

Initially the development of tourism in the Balearic Islands was carried out in an out of order manner, on the basis of legislation that has proved insufficient. In the nineties a proliferation of regulations occurs to regulate tourism and reduce the impacts that tourism was causing on the territory. The aim of this subject is to analyze the relationship between the territory and tourism, from a theoretical and analytical perspective, based on the analysis of the evolution of the destinations as a framework to interpret the current situation of the same and needs future to improve land management through 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. There are not additional requirements other than those demanded in order to be admitted at the master.

### Essential 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. There are not additional requirements other than those demanded in order to be admitted at the master.

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## Recommended

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. There are not additional requirements other than those demanded in order to be admitted at the master.

## Skills

Specific, generic, transversal and basic competencies are developed in this subject. Its main aim is contribute to the student's formation with a comprehensive knowledge and tools needed to manage the territory from tourism planning.

### 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..
- \* [CE15] Learn the techniques that allow the development of tourism destinations and organizations in an international, complex and dynamic environment, to achieve a sustainable, integrative and innovative tourism management and promotion..
- \* [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..

### 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/](http://estudis.uib.cat/master/comp_basiques/)

## Content

### Theme content

1. The spatial dimension of tourism.
2. The role of the territory in the tourism planning.
3. The public tourism planning in the Balearic Islands.

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## Teaching methodology

The methodology used in this subject consist, basically of the following learning:

### In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory classes	Large group (G)	To set the theoretical foundations underlying the different units of the course	8
Seminars and workshops	Team 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.	8
Other	Group work presentation	Medium group (M)	Ensure that students know how to communicate their findings -knowledge and latest reason underpinning them- to specialized and non-specialized audiences in a clear and unambiguous way.	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	Individual work	Students should make an individual work on the territorial management of a Mallorca tourist area.	35
Group self-study	Team work	Students should make a data collection, diagnosis and planning proposals to solve territorial conflicts in a tourist area. Know how to work in a team and deal with problematic situations in a collaborative way.	22

### 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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## Group work presentation

Modality	Other
Technique	Papers and projects ( <b>retrievable</b> )
Description	Ensure that students know how to communicate their findings -knowledge and latest reason underpinning them- to specialized and non-specialized audiences in a clear and unambiguous way.
Assessment criteria	Students should make a data collection, diagnosis and planning proposals to solve territorial conflicts in a tourist area. Know how to work in a team and deal with problematic situations in a collaborative way.  Students must to submit a group research work on the thematic related to the subject under the guidance of the teacher.

Final grade percentage: 40% for the training plan A with minimum grade 5

Final grade percentage: 40% for the training plan B with minimum grade 5

Final grade percentage: 40% for the training plan C with minimum grade 5

## Individual work

Modality	Individual self-study
Technique	Papers and projects ( <b>retrievable</b> )
Description	Students should make an individual work on the territorial management of a Mallorca tourist area.
Assessment criteria	Students should make an individual work on the territorial management of a Mallorca tourist area.  Students must to submit an individual research work on the thematic related to the subject under the guidance of the teacher.

Final grade percentage: 50% for the training plan A with minimum grade 5

Final grade percentage: 50% for the training plan B with minimum grade 5

Final grade percentage: 50% for the training plan C with minimum grade 5

## Team work

Modality	Group self-study
Technique	Oral tests ( <b>non-retrievable</b> )
Description	Students should make a data collection, diagnosis and planning proposals to solve territorial conflicts in a tourist area. Know how to work in a team and deal with problematic situations in a collaborative way.
Assessment criteria	Students should communicate their work group in class.  Ensure that students know how to communicate their findings -knowledge and latest reason underpinning them- to specialized and non-specialized audiences in a clear and unambiguous way.

Final grade percentage: 10% for the training plan A

Final grade percentage: 10% for the training plan B

Final grade percentage: 10% for the training plan C

## Resources, bibliography and additional documentation

### Basic bibliography

Blasco, A. (2002). Planificación y gestión del territorio turístico de las Islas Baleares. Ordenación y gestión del territorio turístico, 215-284.



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- Antón, S. & González, F. (2011). Planificación territorial del turismo. Editorial UOC.
- Costa, C. (2006). Tourism planning, development and the territory. In: Dimitrios, B., Costa, C.(Eds.). Tourism Management Dynamics—Trends, management and tools. Oxford: Elsevier Butterworth-Heinemann, 236-243.
- García, J. R., & Díaz, M. M. (2014). Planificación turística y desarrollo sostenible. Septem Ediciones.
- Gunn, C. A., & Var, T. (2002). Tourism planning: Basics, concepts, cases. Psychology Press.
- Hall, C. M. (2008). Tourism planning: policies, processes and relationships. Pearson Education.
- Ivars, J. A. (2011). Planificación turística de los espacios regionales en España. Madrid: Ed. Síntesis.
- Palomeque, F. L., Gómez, M. M., & Clavé, S. A. (2013). Análisis territorial del turismo y planificación de destinos turísticos. Tirant Humanidades.
- Simmons, D. G. (1994). Community participation in tourism planning. *Tourism Management*, 15(2), 98-108.

### Complementary bibliography

- Barrado, D. (2001). Ordenación territorial y desarrollo turístico: Posibilidades, modelos y esquemas de ordenación territorial del turismo en la España de las autonomías. *Estudios turísticos*, (149), 3-22.
- Blázquez, M. & Artigues, A. (2012). ¿Reconversión o desregulación? análisis de planes de reconversión turístico-inmobiliaria de la playa de Palma (Mallorca). *Cuadernos de turismo*, (29), 11-34.
- Furt, J. M., & Llinás, M. S. (2014). El litoral: ¿objeto de consumo o de planificación? Una comparación entre Córcega y Baleares. *Boletín de la Asociación de Geógrafos Españoles*, (66), 67-82.
- García, F. A. (2012). La política turística en España y Portugal. *Cuadernos de turismo*, (30), 9-34.
- Ivars, J. A. (2004). Regional tourism planning in Spain: Evolution and Perspectives. *Annals of tourism research*, 31(2), 313-333.
- Manchado, J. (2001). La ordenación territorial en Menorca y la planificación turística. *Boletín de la Asociación de Geógrafos Españoles*, (31), 215-218.
- Picornell, M & Picornell, C. (2002). L'espai turístic de les Illes Balears. Un cicle de vida d'una àrea turística?. *Evolució i planificació a la darrera dècada*. En: Picornell, M. y Pomar, A.(Eds.). *L'Espai Turístic*. INESE, 75-78.
- Rullán, O. (2010). Las políticas territoriales en las Islas Baleares. *Cuadernos Geográficos*, 47, 403-428.
- Seguí, M. (2006). El turisme a les Illes Balears (1950-2005). Edicions Documenta Balear. Palma de Mallorca.
- Socias, J. M. (2000). La incidencia del turismo en el espacio litoral: evolución normativa turística en las Islas Baleares. En: Picornell, & Pomar, A. (Eds). *Evolució turística de la darrera dècada i disseny de futur*. Actas de las II Jornades de Turisme i Medi Ambient a les Illes Balears. Ed. Institut d'Estudis Ecològics INESE. Palma. p. 299-307.
- Troitiño, M.A.; García, J.S. & García, M. (2008). Destinos turísticos: viejos problemas, ¿nuevas soluciones?. Cuenca: Ediciones de la Universidad de Castilla-La Mancha.
- 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.