



Module/Subject Title:	TOURIST DESTINATIONS PLANNING AND MANAGEMENT
Scope:	2 ECTS
Introduction:	This module has as its aim to make the student know and go deep into the conceptual and practical foundations of the planning and management of tourist destinations. For that, it is indispensable to know the importance of territory in tourism, as well as an initiation in the skills and tools for tourist management and planning. These learning outcomes will be very useful both for the private and public sectors
Prescribed reading:	
Recomm. reading:	https://bib.irb.hr/datoteka/470613.Planning_and_organising_tourist_destinations- The example of the rural Istria cluster.pdf http://asiapacific.unwto.org/sites/all/files/pdf/philippines_5.pdf http://ghana.travel/info/downloads/gtdp.pdf http://www.qualifica.org/
Additional material:	http://e-services.tourism.gov.ph:8080/didcs/Static%20Documents/3.%20%20TheGuideBookReleaseVer1.pdf http://www.visitscotland.org/pdf/Tourism%20Development%20Plan%20for%20Scotland_VisitScotland_efile.pdf https://www.google.es/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&sqi=2&ved=0ahUKEwi_5_zUrOHMAhXJOxQKHSWFAzcQFggxMAE&url=http%3A%2F%2Fcejsh.icm.edu.pl%2Fcejsh%2Felement%2Fbwmeta1.element.hdl_11089_11440%2Fc%2Fv10106-010-0008-7.pdf&usg=AFQjCNGC3QrAgob0z9GyoX3eaZHSx_i2wA&bvm=bv.122129774,d.d24&cad=rja http://www.gov.ms/wp-content/uploads/2012/06/Draft-Final-Report-6-July-2012.pdf

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Date	Topic	Topic Activities	Reading References	Teachers Approach	
	Day 1	To understand the principles of tourism: The tourist system and its territorial implications	Make a conceptual map of tourism system in Iceland (tourist destination)	http://www.aim-museums.co.uk/downloads/a4415601-b24a-11e2-b572-001999b209eb.pdf	
	Day 2	To know the main tendencies, dynamics, paradigms and conflicts observed in the recent evolution of the tourist activity and to diagnose needs and opportunities and identify the potentialities and threats for the destination.	Draw up a SWOT analysis of tourism in Iceland (tourist destination) and / or of the company	http://ijecm.co.uk/wp-content/uploads/2014/12/21220.pdf	
	Day 3	To understand tourist space from different scales and go deep into the complexity of tourism. For that, it will be vital to know the basic terminology and make use of concepts and methodological aspects	Set goals and strategies (plan) of the company and / or tourist destination	http://www.destinationbc.ca/Resources/Developing-a-Tourism-Plan/Components-of-a-Tourism-plan.asp	
	Day 4	To understand the principles of tourism: its political dimension. To know the content and structure of the different plans from particular examples	To analyze the destination tourism policy. Establish opportunities for the development of your company and / or its destination	http://vbn.aau.dk/files/57363572/storytelling_and_destination_development.pdf	

	Day 5	To know the tools and instruments for public intervention	Dialogue with stakeholders and destination agent to establish the carrying capacity	http://ec.europa.eu/environment/iczm/pdf/tcca_material.pdf
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Learning outcomes:

Student should have knowledge and understanding of:	
A.	the functioning of tourist destinations (interrelations among the spatial, tourist and economic phenomena)
B.	planning and management are key to promote more sustainable developments
C.	processes of planning and management must adapt to the level of work, the type of tourist space, the existing tourist products and segments and the
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Students should have acquired skills to:	
A.	To understand tourist space from different scales and go deep into the complexity of tourism.
B.	To analyse the interrelation between tourist and territorial phenomena since the value of a space must depart from the knowledge of all the existing
C.	To understand the importance of planning and management for the qualification of tourist destinations
..	To provide information and to facilitate the development of criteria to make a critical and consistent analysis of tourism in any space

To understand the different stages in the process of planning and management from a previous analysis and diagnosis to the definition of strategies, programmes and actions.

Student should be able to utilize the knowledge and skills s/he has acquired to:	
A.	To transform an empirical problem into an object of investigation and to elaborate conclusions
B.	To know the tools to evaluate the tourist exploitation of a resource
C.	To know the means of intervention to favour the use of a tourist resource and avoid territory damage.
..	To know the main tendencies, dynamics, paradigms and conflicts observed in the recent evolution of the tourist activity.
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