



COURSE DATA

DATA SUBJECT

Code: 35110
Name: Sectorial control of tourism
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	3	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Tourism law I	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de cuarto curso	COMPULSORY

COORDINATION

GOMEZ ASENSIO CARLOS

SUMMARY

The study of the subject SECTORIAL REGULATION OF TOURISM lies within the module of TOURISM LAW I as part of the programme structure of the University of Valencia's Degree in Tourism.

This module is integrated by the subject SECTORIAL REGULATION OF TOURISM, which is taught during the first quarter of the third year with a workload of 6 ECTS credits and by the subject CONTRACTING IN THE TOURISM SECTOR, which will be taught in the first quarter of the fourth year.

The Departments of Commercial Law and Procedural and Administrative Law (Area of Administrative Law) share the course on SECTORIAL REGULATION OF TOURISM.

The teaching of the course contents assigned to the Department of Commercial Law will take place during the first five weeks of the semester. The area of Administrative Law of the Department of Procedural and Administrative Law will be in charge of teaching weeks six to fifteen of the course, according to the official calendar of the centre.

Both areas have developed a teaching programme that gathers the essential contents in order to gain



knowledge of a sector of the economic activity that is tightly regulated in both its public and private legal relationships. In the course, the basic institutions of this area are studied.

The objective is for the student to acquire the necessary knowledge of Administrative and Commercial Law to be able to understand how the different sectors influencing Tourism Law work. The student must know and handle the legal regime of this area of activity.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

The student must have a basic legal level, as well as the ability to read and write accordingly to the degree level in which they are. A high level of verbal and written comprehension is required, as well as analytical ability.

COMPETENCES / LEARNING OUTCOMES

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Know the main political and administrative structures of tourism

Recognise the main tourist agents.

Understand the legal framework regulating tourism activities.

Understand the principles of tourism: its spatial, social, cultural, political, labour and economic dimensions.

DESCRIPTION OF CONTENTS

1. THE TOURISM LAW

- 1.- Content of the Tourism Law.
- 2.- Characteristics of the Tourism Law.
- 3.- Public and private law in Tourism Law.

2. THE PLAYERS INVOLVED IN THE TOURIST ACTIVITY

- 1.The tourism entrepreneur.
- 2.Travel agencies.



3. COMPETITION AND ADVERTISING LAW AND THE TOURISM SECTOR

- 1.- Competition law (meaning, sources, legal regime).
- 2.- Protection of competition.
- 3.- Unfair competition.
- 4.- Advertising law.

4. DISTINGUISHING SIGNS AND THE TOURIST SECTOR

- 1.- Distinctive signs.
- 2.- Trademarks, trade name (concept, composition, classes), entitlement, transfer, nullity and expiration.
- 3.- Actions and procedural rules in defence of distinctive signs.
- 4.- Geographical indications.

5. THE TOURISM ADMINISTRATION

- 1.- Historical evolution of the Tourism Administration.
- 2.- The regional and local Tourism Administration.
- 3.- The institutional Tourism Administration.
- 4.- The Valencian Tourism Agency

6. TOURISM AND ITS RELATIONSHIP WITH THE URBAN ENVIRONMENT

- 1.- The impact of administrative planning in tourism.
- 2.- Tourism and urban planning.

7. TOURISM AND THE ENVIRONMENT

- 1.- Tourism and the natural environment.
- 2.- Impact of the environmental intervention in tourism.

8. TOURISM AND THE CULTURAL ENVIRONMENT

- 1.- Cultural interest assets.
- 2.- The protection of cultural heritage.

9. TOURISM AND LEISURE

- 1.- Administrative intervention in leisure.
- 2.- The regime of leisure establishments. Classification.



10. THE ADMINISTRATIVE ACTIVITY OF PROMOTION AND TOURISM

1.- The instruments of the administrative activity of promotion. Aid and subsidies in tourism.

11. ADMINISTRATIVE INTERVENTION IN TOURIST ACCOMMODATION

- 1.- The classification of hotel and non-hotel accommodation.
- 2.- Hotel accommodations.
- 3.- Non-hotel accommodations.

12. THE TOURIST DISCIPLINE

- 1.- The tourism discipline. General principles.
- 2.- Inspection.
- 3.- Sanction.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
Classroom practices	15,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	20,00
Independent study and work	30,00
Preparation of lessons	10,00
Preparation for assessment activities	30,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

Exhibition of theoretical contents: The professor will present and explain the fundamental theoretical content to guide the student in their study and understanding of the subject. The student, for their part, must actively engage in learning by reading the lesson and any supplementary materials established in the course plan.

Activities applied: Consist of commenting on rulings, opinions, and proposed practical cases, deploying the established skills and complementing the presentation of theoretical content, according to what has been



established by the professor. In each case, the professor will indicate which ones will be assessed.

Complementary activities: Some complementary activity, if any, will be scheduled, consisting of a workshop, seminar, or other activity related to the subject. These activities will be planned based on the availability of human and time resources, ensuring that they are interdisciplinary in nature, either with groups from the same or other subjects. Activities may be held at centers other than the University of Valencia.

EVALUATION

The final grade will be obtained from the sum of two blocks: the continuous assessment of learning and participation in the proposed activities, on the one hand (30% of the grade); and the completion of a final theoretical-practical test equivalent to 70% of the final grade. The continuous assessment activities (directed or complementary) will not be recoverable in second call.

The final test may be oral or written at the professor's discretion (indicated in the annex to your teaching guide).

Regardless of the general evaluation system (written or oral), the professor can determine in the annex the possibility of changing the examination system when he or she is forced to perform the test on a different date to the official one, in application of the rules provided for the case of a clash in the dates and times of examinations in the Regulation of evaluation and qualification of the University of Valencia.

1. Evaluable activities. Each professor will determine in their annex to the Teaching Guide the composition of the activities, directed or complementary. The continuous assessment will be evaluated through the development of applied activities, exercises or projects, that could be presented in class, and attendance to other activities. The weight of this part will be 30% of the final grade.

The activities that form part of the process of continuous assessment (whether they are complimentary activities or course work) may not be retaken in the second sitting of the exam when, due to their characteristics, it would be impossible to design a test that would evaluate the acquisition of the abilities taught. This circumstance shall be determined in the annex to the study guide, which shall also specify the complimentary activities and course work to be completed.

2. The final test will consist of an oral or written examination, which will be determined by each professor in the annex to the Teaching Guide.

Final written theoretical-practical exam. In the case of a written exam, it will have a maximum duration of two hours, in which there will be a 70:30 ratio of theoretical and practical questions. The professor will determine whether legal texts can be used for the practical part of the exercise. The total weight of the final test will be 70% of the overall score (continuous assessment plus final test).

In the first call the final grade will be the result of the grade obtained in the final test and in the continuous assessment according to the percentages previously indicated. In second call the grade obtained in the continuous assessment will be maintained. In any case it will be necessary to pass the final test to pass the course.



Even if the continuous assessment has been followed, totally or partially, if the student does not show up for the final evaluation test, the grade that will be included in the record will be NOT SHOWN UP. Exceptionally, if the student requests it, and in view of the circumstances of the specific case, it may be qualified with a FAIL, with the percentage mark resulting from the continuous assessment.

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REFERENCES

All bibliographic references will be understood to refer to the latest published edition, as well as to the latest regulations in force, without prejudice to any other specific bibliography that the professor may indicate during the course, if applicable.

REFERENCES

Basic.

COMMERCIAL LAW:

- AA.VV., Lecciones de Derecho del Turismo, GARCÍA MACHO, R., RECALDE CASTELLS, A., (Dir.), PETIT LAVALL, M^a.V., (Coord.), Tirant lo Blanch.
- AA.VV., Manual de Derecho del Turismo, GONZÁLEZ CABRERA, I., GOSÁLBEZ PEQUEÑO, H., (Dir.), Atelier.
- AA.VV., Manual de Derecho Privado del Turismo, ORTEGA BURGOS, E., ECHEVARRÍA DE RADA, T., (Dir.), MEDINA ALCOZ, M., TAPIA SÁNCHEZ, M^a ROSA., (Coords.), Tirant lo Blanch.
- AA.VV., Lecciones de Derecho Turístico, RUIZ-RICO RUIZ, J.M., y QUESADA SÁNCHEZ, A.J., (Coords.), Tecnos.
- AURIOLES MARTÍN, A., Introducción al Derecho turístico. Derecho privado del turismo, Tecnos.
- BLANQUER CRIADO D., Derecho Del Turismo, Tirant lo Blanch.
- BROSETA PONT, M., MARTÍNEZ SANZ, F., Manual de Derecho mercantil, Tecnos.
- VICENT CHULIA, F., Introducción al Derecho mercantil, Tirant Lo Blanch.

ADMINISTRATIVE LAW:

- AA.VV., Manual de Derecho del Turismo, GONZÁLEZ CABRERA, I., GOSÁLBEZ PEQUEÑO, H., (Dir.), Atelier.
- COSCULLUELA MONTANER, L., Manual de Derecho Administrativo, Civitas.
- ENTRENA CUESTA, R. Curso de Derecho Administrativo, Vol. I y II, Tecnos.
- ESCUIN PALOP, C., Curso de Derecho Administrativo, Tirant lo Blanch.
- FERNÁNDEZ RODRÍGUEZ, C., Derecho Administrativo del Turismo, Marcial Pons.
- GARCIA DE ENTERRIA, E., y FERNANDEZ RODRIGUEZ, T.R., Curso de Derecho Administrativo, Civitas.
- GARRIDO FALLA, F., PALOMAR OLMEDA, A., LOSADA GONZÁLEZ, H., Tratado de Derecho Administrativo, Vol. II, Tecnos.
- PARADA VAZQUEZ, R., Derecho Administrativo, Vol. I, II y III, Marcial Pons

Complementary



- AA.VV., Derecho Público del Turismo, PÉREZ HERNÁNDEZ, J.M., (Dir.), Aranzadi.
- CORCHERO, M., Derecho del Turismo. Conceptos fundamentales, Iustel.