



COURSE DATA

DATA SUBJECT

Code: 35115
Name: Tourism polices
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	Second quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	4	Second quarter

SUBJECT-MATTER

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

COORDINATION

SEGUI ALCARAZ ANTONI

SUMMARY

"Tourist Policy I" is a compulsory subject that is attached to the Department of Applied Economics and forms part of the subject "Economy and Tourism Policy I" of the Degree in Tourism.

The objective of the subject is double. On the one hand, it is intended that the student complements his knowledge of the reality around which the tourist activity is developed as well as of the state action in tourism. On the other hand, the student is expected to understand and develop skills for public decision making in the field of tourism.

Tourism can become a source of income and improve the economies of destinations. But the population also tourism in their own countries and regions. And tourism involves not only benefits, but also costs. So the State, as representative institution of a political project shared by people living in a territory, can intervene in the tourism activity of individuals, families and companies to try to get the result provided by tourism is the best for the receiving society that governs and represents.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

There are no additional requirements because it is a compulsory subject of the third year, although it is advisable to have done a good follow-up and have passed the subjects of the previous courses.

COMPETENCES / LEARNING OUTCOMES

-

Analyse the economic dimension of tourism.

Evaluate tourist potentials and make the prospective analysis of their exploitation.

Identify and manage tourist areas and destinations.

Know the objectives, strategy and public instruments of planning

Manage the tourist territory according to the principles of sustainability.

Recognise the main tourist agents.

Understand a public plan and the opportunities that it affords for the private sector.

Understand the dynamic and evolving nature of tourism and of the new leisure society.

Understand the functioning of destinations, tourism structures and their business sectors on a global scale.

Understand the legal framework regulating tourism activities.

DESCRIPTION OF CONTENTS

1. TOURISM, MARKET AND PUBLIC SECTOR

1.1- Market and State. Market failures

1.2- The functions of the State in a mixed economy. Tourism as an instrument of public policies

1.3- The failures of the State

1.4- Changes and transformations. The paradigms of tourism

1.5- Globalization, the Statute, and public policies

1.6- Tourism as an economic activity. The impacts of tourism. The forecasts: UNWTO Panorama 2020 and 2030

1.7- Tourist activity and development. Tourism as an instrument for development. The UNWTO Tourism



Ethics Code (UNWTO)

2. THE TOURIST POLICY

- 2.1- Why a Tourism Policy? Market failures in the tourism sector
- 2.2- The concept of Tourism Policy. Specific Difficulties of Tourism Policy
- 2.3- Tourism Policy and Economic Policy
- 2.4- The ends-means (objectives - Instruments) scheme of the Tourism Policy
- 2.5- General aspects of tourism policy: approaches and options
- 2.6- Organization Framework and Competencies of Tourism Policy. National, Regional, Local. The tourist destination
- 2.7- The actors of Tourism Policy
- 2.8- The objectives and instruments of Tourism Policy: competitiveness and sustainability

3. OBJECTIVES OF THE TOURISM POLICY: COMPETITIVENESS AND SUSTAINABILITY OF THE TOURIST DESTINATIONS

- 3.1- The Tourist Destination. Concept and definitions
- 3.2- The competitiveness of the tourist destination. Competitiveness models
- 3.3- Measurement of tourist competitiveness
- 3.4- Sustainable development: concept and dimensions. Sustainability indicators
- 3.5- Responsible tourism. From sustainable tourism to responsible tourism. CSR
- 3.6. Digital transformation, innovation, and big data

4. INSTRUMENTS OF TOURISM POLICY. THE TOURIST POLICY IN SPAIN.

- 4.1- Regulatory Instruments. The regulation of the tourism sector. Legislation and regulations
- 4.2- Budgetary and financial Instruments. Aid and subsidies to the sector. The direct intervention of the State in the sector
- 4.3- Transverse and indirect instruments. Infrastructures and indirect support to the sector. Defense of the historical and cultural heritage. Environmental Policies
- 4.4- Connection management instruments
- 4.5- Instrument: crisis management
- 4.6- Voluntary type instruments. Voluntary standards. Volunteer Levy
- 4.7- Governance and partnership
- 4.8- The role of planning

5- TOURISM POLICY and PLANNING IN SPAIN

- 5.1 - Different approaches to tourism planning. The case of Spain.
- 5.2 - Tourism Plans in Spain: Objectives and Instruments.
- 5.3 - The tourism policy of the CCAA
- 5.4- The tourism actions of local corporations
- 5.5- Think - Tank: Exceltur



- 5.6- The Spanish Brand and Tourism
- 5.7- Our challenges for tourism and tourism policy

6- TOURISM POLICY FROM THE TOURIST DESTINATION

- 6.1- The tourist destination. Concept and definition of Tourist Destination. The Cluster concept. The UNWTO definition of DT
- 6.2- Value chain management
- 6.3- Organizational structures of the Tourism Policy. Management models for tourist destinations
- 6.4- Structure and cooperation frameworks
- 6.5- Promotion of the tourist destination
- 6.6- Smart Tourist Destinations

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
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	6,00
Preparation of lessons	12,00
Preparation for assessment activities	32,00
Resolution of case studies	20,00
Total hours	90,00

TEACHING METHODOLOGY

- Teaching in the theoretical sessions:

- Lectures by the teacher with student participation; the previous reading of the recommended basic material is required.



- Teaching in practical sessions:

-Exhibitory classes to solve and guide the proposed practices.

-group work classes.

-presentation of individual and group works.

-resolution of practices developed / proposed by the teacher: simulation of problems, interpretation of quantitative and qualitative information, analysis of specific documentation, etc.

- Tutorials:

-individualized and voluntary by the student to solve aspects related to theoretical teaching and problem solving and other work proposed in the classes.

-in group and volunteers to solve aspects related to the work that must be delivered during the course.

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

EVALUATION

The subject uses the following competency assessment procedure:

Synthesis test: Written test, consisting of an exam that will consist of theoretical and / or theoretical-practical questions on all the content of the subject that appears in the Academic Guide. This test will be assessed with 70% of the student's grade.

Evaluation of practical activities based on the preparation of reports and exercises on the contents contained in the Guide. It will be obligatory to make and present all the memories and exercises.



Continuous assessment of each student: based on the participation and degree of involvement of the student in the teaching-learning process.

The continuous evaluation and practical activities will make up 30% of the student's grade.

The final grade will be the weighted sum of the synthesis test and the continuous evaluation and practical activities. In case the synthesis test is not passed, the final grade can not exceed a maximum of 4'5.

The student who does not participate in the continuous evaluation or the practices may be evaluated in the synthesis test and may obtain a final grade of 7. In order to pass the subject, he / she must have obtained a minimum of 5 out of 7 points in said test.

REFERENCES

- Pulido, Juan I. y López Yaiza (2023). Política económica del turismo. Pirámide, Madrid, cap. 7, 8 y 9.
- Díaz, F. Ma et al (2006): Política Turística: La Competitividad y Sostenibilidad de los Destinos. Tirant lo Blanch, Valencia.
- Sancho, A. Buhalis, D., Pedro, A. Et Alt. (1998): Introducción al Turismo. O.M.T. Organización Mundial del Turismo. Madrid.
- Brent Ritchie, J.R. and CROUCH, G.I. (2000): The competitive destination: a sustainability perspective Tourism Management. Vol 21, pp 1-7.
- García Reche, A. Y Nacher, J. (2002): Política Turística en García Reche, A. (COORD.) (2003) : Política Económica Estructural y Sectorial. Tirant lo Blanch. Valencia. Capítulo 9. pp. 109-143
- Inskeep, E. (1998): Guide for Local Authorities on Developing Sustainable Development. W.T. O. Madrid.
- Oconnor, P. (2002): Critical success factors for Destination Management System Implementation Tedqual No 5, 1. W.T.O. pp. 17-20 www.world-tourism.org
- OMT (1999): National and Regional Tourism Planning. Methodologies and Case Studies. WTO. Madrid.
- Ivars, J. A. (2004): Tourism Planning in Spain. Evolution and Perspectives. Annals of Tourism Research. Vol. 31, No 2, pp. 313-333
- Fayos-Sola, E., Pedro, A. (2001): No State, no Tourism: The Need for Governmental and Intergovernmental Organizations in the New Age of Tourism, en WAHAB, S. AND COOPER, C. (EDS.) (2001): TOURISM IN THE AGE OF GLOBALIZATION. Routledge. London.
- Torres Bernier, E. (2004): Del turismo en la política económica a la política económica del turismo, en Quaderns de Política Económica, revista electrónica, Vol 7, Mayo-Agosto, 2004. Disponible en www.uv.es/poleco
- Valdés Peláez, L. (2004): La política Turística en la Unión Europea, en Quaderns de Política Económica, revista electrónica, Vol 7, Mayo-Agosto, 2004. Disponible en www.uv.es/poleco
- Figuerola, M. (2004): La organización técnica y administrativa de la política económica del turismo. Especial referencia al caso español, en Quaderns de Política Económica, revista electrónica, Vol 7, Mayo-Agosto, 2004. Disponible en www.uv.es/poleco
- OMT (2002): Turismo: Panorama 2020. Previsiones Mundiales y Perfiles de los Segmentos de Mercado, Madrid.



- Pedro, A. (2010): "Turismo y Cambio Climático: Hora de Actuar", en Fayos-Solà, E., Jafari, J. (2010): Cambio Climático y Turismo: Realidad y Ficción. Publicacions de la Universitat de València