



## COURSE DATA

### DATA SUBJECT

**Code:** 42993  
**Name:** Advanced tourism policy  
**Cycle:** Master's Degree  
**ECTS Credits:** 5  
**Academic year:** 2026-27

### STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	First quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Governance of sustainable tourist destinations	ELECTIVES

### COORDINATION

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## SUMMARY

In recent years, national tourism policy has been structured based on theoretical and practical models developed during the 1990s in countries such as Spain, Canada, and Australia. The methodology of these policies draws on internationally established analytical tools, such as the Tourism Satellite Account, as well as on quality and efficiency instruments derived from sectoral policies of the 1980s and 1990s.

This course offers an advanced and applied approach to the role of tourism policies as tools for public intervention, territorial planning, and sustainable development promotion. The module aims to deepen students' understanding of the mechanisms and processes through which communities influence and transform the context in which tourism activities take place. Particular attention is paid to the complex ends-means dynamics that shape the operational capacity of tourism policies.

In this regard, the subject "Advanced Tourism Policy" will examine both theoretical and practice-oriented dimensions, including: methodologies for diagnosing and assessing tourism realities; regional and local tourism planning; tourism policy analysis; objectives (competitiveness, sustainability) and instruments; national and international institutions; destination management: principles, specificities, and management actors; cultural policy and development; gender and tourism.

The first unit addresses tourism policy processes from the perspective of complexity and public action logic, using a contextual and holistic approach focused on diverse objectives. The second unit studies the



relationship between tourism and territorial development models, highlighting correlations between tourism, productivity, and wealth, and incorporating the role of knowledge and tourism intelligence in community well-being. The third unit delves into the tools, techniques, and institutional frameworks of tourism planning at the Valencian, Spanish, and European levels, integrating case studies. The fourth unit analyses the specialization of tourism policies based on different market segments and examines information systems and tourism intelligence, including the Smart Tourism Destination (STD) model. The fifth unit focuses on public policy evaluation models, reviewing methodologies, indicators, and impacts. Finally, the sixth unit addresses innovation in the framework of tourism policies, emphasizing emerging models and territorial innovation systems as transformation drivers.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

### OTHER REQUIREMENTS

Basic knowledge of the conceptual aspects of public policy, data analysis and basic bibliographic research techniques are recommended.

## COMPETENCES / LEARNING OUTCOMES

### 2135 - Master's Degree in Tourism Management and Planning

Actuar en el marco de los Derechos Humanos, los principios democráticos, los principios de igualdad entre mujeres y hombres, de solidaridad, de protección medioambiental, de accesibilidad universal y diseño para todos, y de fomento de la cultura de la paz.

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Asumir responsabilidades directivas y técnicas en organismos públicos y para públicos cuyo objeto es el apoyo a la gestión de las empresas turísticas.

Conocer las costumbres y prácticas del sector en su vertiente nacional e internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

Gestionar un departamento de turismo en la administración pública

Habilidades para buscar, procesar y analizar información procedente de fuentes diversas.



## DESCRIPTION OF CONTENTS

# 1.-Introduction. General aspects of Tourism Policy

Exploration of tourism policy through the paradigm of public action, incorporating the logic of complexity, multi-scalar approaches, and holistic perspectives. Cross-cutting objectives of public policies in tourism are analysed, with special attention to sustainability, inclusion, and gender perspective.

# 2.-Tourism and Development Models

Relationship between tourism, economic development, and territorial productivity. Comparative analysis of uneven development models and the potential of tourism to contribute to well-being. Introduction to the Smart Tourism Destination (STD) model as a strategic reference for development based on tourism intelligence, sustainability, and equity.

# 3.-Tourism Planning: Models, Scale, and Governance

Application of ends-means analysis to tourism planning. Study of tools, methodologies, and technical instruments. Review of the institutional framework of tourism policy at various scales (Valencian, Spanish, and European). Analysis of case studies in governance and innovative destination planning.

# 4.-Segmentation and Tourism Policies

Specialization of public policies based on different tourism segments: urban, rural, cultural, sports, and health tourism. Design of strategies adapted to differentiated demand. Integration of information systems and data platforms within the STD model framework, including observatories, Eurostat, UNWTO, and big data.

# 5.-Evaluation of Tourism Policies

Models and techniques for evaluating the impact of tourism policies. Indicators, monitoring systems, and



participation in evaluation processes. Identification of tensions between sustainability, competitiveness, and governance. Practical examples of applied evaluation.

## 6.-Innovation Systems and Tourism Policy

Study of innovation as a structuring factor in tourism policy. Emerging models such as regenerative and inclusive tourism. The role of territorial innovation systems, public-private cooperation, and knowledge transfer in transforming the tourism sector.

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	25,00
Seminar	15,00
<b>Total hours</b>	<b>40,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	50,00
Preparation of lessons	10,00
Preparation for assessment activities	15,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>85,00</b>

### TEACHING METHODOLOGY

The teaching methodology includes diverse methods designed to promote session fluidity and maintain student attention and interest.

Each session will follow the methodological sequence below:

1. First part: Lecture in which the teaching staff will present the conceptual objectives of the session, introduce key bibliographic references, and develop the main argument. This will be combined with in-class practical exercises to encourage active student participation and interaction with the lecturer. (50% of session time)
2. Second part: Intervention by a professional or academic connected to the session's conceptual framework, delivered in an open and participatory format where students can actively engage. (37.5% of session time)
3. Third part: A guided activity related to a practical case, a self-assessment questionnaire, or a specific exercise that students will solve, sometimes outside the classroom. (12.5% of session time)

The distribution of these components may be adjusted based on guest availability, content density, and type of activity.



## EVALUATION

Assessment consists of two main components:

- ¿ 70% corresponds to a final exam, held at the end of the course, consisting of two theoretical essay questions and two practical case analysis questions.
- ¿ 30% is based on in-class work, including active participation, completion of activities, and individual or group contributions during each session.

## REFERENCES

### Basic Readings

- OECD (2020), OECD Tourism Trends and Cops 2020, OECD Publishing. <https://doi.org/10.1787/6b47b985-en>
- OECD (2012), Tourism Governance in OECD Countries, in OECD Tourism Trends and Policies 2012, OECD Publishing. <http://dx.doi.org/10.1787/tour-2012-3-en>
  - OECD (2012), Evaluating Tourism Policies and Programmes, in OECD Tourism Trends and Policies 2012, OECD Publishing. <http://dx.doi.org/10.1787/tour-2012-4-en>
  - Jenkins, C.L. (2020), "The role of government in the tourism sector in developing countries: a perspective article", *Tourism Review*, Vol. 75 No. 1, pp. 203-206. <https://doi.org/10.1108/TR-04-2019-0142>
  - López-Sánchez, Y., Pulido Fernández, J.I. (2013). Sustainability in Spanish tourism policy. Advances or setbacks? *Tourism Papers*. No. 53. GVA. <http://www.papersdeturisme.gva.es/ojs/index.php/Papers/article/view/127>
  - Roig, R. (2024). Tourism policy beyond promotion, coordination and innovation. In Roig, R., Bigné, E. and Pavía, J.M. (eds.): *Digitalización turística para la sociedad 5.0*; pp 25-52. Valencia: University of Valencia Publications (PUV).
  - Roig, R. (2024). The territorial dimensions of tourism policy. In Roig, R., Bigné, E. and Pavía, J.M. (eds.): *Digitalización turística para la sociedad 5.0*; pp. 53-80. Valencia: University of Valencia Publications (PUV).
  - García-Ortiz, A. & Roig, R. (2024). Tourist preferences in the smart society. In Roig, R., Bigné, E. and Pavía, J.M. (eds.): *Digitalización turística para la sociedad 5.0*; pp 25-52. Valencia: University of Valencia Publications (PUV).
  - Sepúlveda Sánchez, A., & Airey, D. (2017). The influence of ideology on Spanish tourism policy and its approaches. *Steps. Journal of Tourism and Cultural Heritage*, 15, 925-941.
  - Subirats, J., Varone, F., Larreu, C. (2008): *Analysis and management of Public Policies*. Ariel
  - Velasco, M. (2011): *Tourism policy. An arena of autonomous action*. *Cuadernos de Turismo*, nº 27, (2011); pp. 953-969. <http://revistas.um.es/turismo/article/view/140301/126541>

### Supplementary Readings

- García Moreno, A., & Fernández Alcantud, J. (2022). The DTI model: sustainability and governance. *Revista Economía Industrial*, (426), 89;104
- Gómez Bruna, D., & Thiel-Ellul, D. (2024). Governance in tourist destinations: the case of smart tourist destinations (DTIs) in Spain. *Tourism Research*, (27), 203;223. <https://doi.org/10.14198/INTURI.24674>
- INVATTUR (2022). Bases and horizon of the DTI-CV model. Generalitat Valenciana. [https://invattur.es/uploads/entorno\\_37/ficheros/633167314787765114081.pdf?utm\\_source=chatgpt.com](https://invattur.es/uploads/entorno_37/ficheros/633167314787765114081.pdf?utm_source=chatgpt.com)



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- Ivars-Baidal, J.A. (2024). Spanish Smart Tourism Destinations: Final Considerations and Future Lines of Work. In: Andrades, L., Romero-Dexeus, C., Martínez-Marín, E. (eds) The Spanish Model for Smart Tourism Destination Management. Tourism, Hospitality & Event Management. Springer, Cham. [https://doi.org/10.1007/978-3-031-60709-7\\_11](https://doi.org/10.1007/978-3-031-60709-7_11)
  - Rucci, A.C. , Isoardi, A.E. and Viletto, P. (2025). Expansion of the Spanish model of Smart Tourist Destinations to cities and destinations in Latin America. ICE Journal of Economics, 10.32796/ice.2025.938.7888
  - SEGITTUR. (2015). White Paper on Smart Tourist Destinations: Strategies and Solutions to Foster Innovation in Digital Tourism. Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.