



COURSE DATA

DATA SUBJECT

Code: 46464
Name: Strategic Analysis of Destinations
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

FERRANDIS MARTINEZ ADRIAN

SUMMARY

The bulk of the debate on Governance took place in the 1990s as a response to the fact that contemporary societies require governments to abandon their function of direction, as they had been exercising it, to adopt a guiding and co-ordinating role, retaining the power to arbitrate, but allowing private agents to play a role.

Tourism raises complex issues that cannot be solved individually, but require the collaboration of the public and private sectors. Likewise, the involvement of the host society is necessary for its successful development. Tourism is cross-cutting and involves different business subsectors with independent and, in many cases, contradictory logics. This plurality of actors requires the establishment of channels that allow for joint work. Therefore, Governance in tourism refers to the way to improve the horizontal relationship between all this plurality of actors to improve the processes of decision-making, management and development of the public and collective, taking into account a relationship with characteristics of integration and interdependence.

In this line, the processes of change of the tourism phenomenon, of transformation of the tourism model, causes the emergence of new orientations in tourism management, in all its dimensions and breadth, from tourism policy planning to the specific instruments of tourism planning, making a new approach necessary in the strategic analysis of these destinations to promote a new way of applying Tourism Governance.



The United Nations declared 2017 as the International Year of Sustainable Tourism for Development, the first time that tourism has been a central theme as a tool for inclusive development worldwide. The international meetings held in this respect and the agreements adopted there represent a beginning of this paradigm shift in the treatment of Tourism Governance, with the additional observation of a growing dissatisfaction of host societies with the functioning of urban tourist destinations (e.g. Barcelona, Amsterdam, Gothenburg, Washington D.C. etc.). In this context, the course first examines the state of the art of these issues and then analyses the methodological and practical instruments available, and applies them in the consideration of cases, based on the new approaches from the perspective of the strategic and intelligent management of Tourism Destinations. The aim is to achieve a high level of familiarity with the most cutting-edge practices in Strategic Destination Analysis and their application through the new Tourism Governance.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

Knowledge of economics, with special emphasis on macroeconomics and economic policy.

Knowledge of the structure of tourism markets.

Territorial tourism planning.

Marketing.

English language.

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.

Conocer la metodología de la gobernanza turística.

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

Conocimiento: Conocer técnicas de trabajo en equipo.

Habilidad: Utilizar estrategias de cooperación con otros profesionales: respeto, negociación, colaboración...



Indicadores: Reflejar en la memoria y en las tutorías de seguimiento el papel que desempeñan cada uno de los profesionales que forman parte del equipo interdisciplinar donde realiza las prácticas el alumno/a y el modo cómo se lleva a cabo esta coordinación entre los profesionales, resaltando los aspectos que la hacen necesaria de cara al abordaje de los pacientes.

Detectar nuevos mercados emergentes y abrir la empresa a los mismos. Realización de informes para asesoramiento en relaciones con mercados emergentes.

Gestionar un departamento de turismo en la administración pública

Habilidades en la negociación y resolución de problemas y conflictos.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

DESCRIPTION OF CONTENTS

1. Territorial Analysis of Tourist Destinations.

1.1. The Spatial Dimension of Tourism: Patterns and Typologies.

1.2. Tourism Location Factors for Territorial Analysis.

2. Evolution and Changes in Tourist Destinations.

2.1. The Social Construction of Mass Tourism Destinations.

2.2. The Nature of Change in Tourism Destinations.

2.3. Dynamics of Change in Tourism Destinations. Evolutionary Models.

2.4. Alert!!, the Irruption of Decline in Tourist Destinations.

3. Policies, Instruments and Tools for Destination Governance

**Tourist Destinations****3.1. Policies and Instruments for the Governance of Tourism Destinations.****3.2. Strategies for the Renewal or Reorientation of Tourism Destinations.****4. Applied Experiences. Case Studies.****4.1. Strategies for the Governance of Tourist Destinations through the Supramunicipal Scale.****4.2. Innovative strategies for the intelligent management of Tourist Destinations.****4.3. Destination Management under the approach of Strategic and Intelligent Governance of Tourist Destinations.****WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	25,00
Seminar	15,00
Total hours	40,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	8,00
Individual or group project	22,00
Independent study and work	25,00
Preparation of lessons	10,00
Preparation for assessment activities	10,00
Resolution of case studies	10,00
Total hours	85,00

TEACHING METHODOLOGY

The teaching methodology of this subject is based on a theoretical-practical approach, in which a theoretical approach will be reinforced with practical reference cases.



In this sense, the classes will have a theoretical-practical approach, in which theory sessions will be combined with practical sessions and work, through the active participation of students. In the practical classes, time will be left for students to work in the classroom, encouraging permanent interaction between students and teachers.

The classroom sessions require the active participation of all and the constant discussion of the practical cases and the theories considered. These sessions are supported by, and also facilitate, students' work in reading material, preparing individual and group work, and preparatory activities for the face-to-face sessions. External activities are also foreseen.

EVALUATION

40% of the evaluation of the course is obtained from a written test at the end of the course.

Another 40% of the evaluation of the practical activities is based on the elaboration of papers/memorandums and/or oral presentations.

The remaining 20% of the continuous assessment of each student is based on regular attendance at classes and face-to-face activities, as well as the student's participation and degree of involvement in the teaching-learning process.

REFERENCES

- Edgell Sr, D. L. & Swanson, J. (2013): *Tourism Policy and Planning: Yesterday, today and tomorrow*.
- Fayos- Solà, E., Fuentes, L., y Muñoz, A., (2012) *Elaborando un Plan de Política Turística: Consideraciones metodológicas*. *Papers de Turisme*, 51, 41-65.
- Fayos-Solà, E., & Pedro, A. (2001). *Globalization, national tourism policy and international*
- González Reverté, F., Rodríguez Sánchez, I., Paz Such, M., López Olivares, D., Ferreres Bonfill, J.B. (2016): *Estrategias de sostenibilidad para destinos maduros*, Oberta UOC Publishing, SL. Online. Massachusetts, EUA: Butterworth Heinemann
- Vera, J.F, López, F., Marchena, M.J, Antón, S. (2011): *Análisis Territorial del Turismo y Planificación de Destinos Turísticos*, Editorial Tirant lo Blanc, 473 pp.
- Vera, J.F., y Rodríguez Sánchez, I. (Eds) (2012): *Renovación y reestructuración de destinos turísticos en áreas costeras*. Marco de análisis, procesos, instrumentos y realidades. Colección



Desarrollo Territorial, PUV (IIDL). 432 pp.