



IDENTIFYING DATA

Public planning of tourism development

Subject	Public planning of tourism development			
Code	O04G740V01422			
Study programme	PCEO Grado en Turismo/Grado en Geografía e Historia			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	4th	2nd
Teaching language	Galician			
Department				
Coordinator	Vázquez Rodríguez, María Xosé			
Lecturers	Vázquez Rodríguez, María Xosé			
E-mail	maxose@uvigo.es			
Web	http://https://moovi.uvigo.gal/course/view.php?id=10561			
General description	<p>Public planning of Tourism Development is a basic subject taught in the second semester of the third course of the Degree in Tourism. It features of a total of 6 credits ECTS, that corresponds with 150 hours of work of the student, which almost 50 are presential, whereas the rest will be non-presential activities.</p> <p>This subject intends to introduce students in the knowledge of the role of Public Administrations in the tourism sector. We will analyze what are the basic principles of public policy regarding tourism, and we will present the tourism administrative organisation and the main instruments for planning and management. Finally, we will present the the Cost-Benefit Analysis as a methodology of evaluation of public projects and policies in tourism. The *lúa of *impartición will be the Galician. Nonetheless, the subject is *English *Friendly, with *tutorías and possibility to access the *materiales of support in English stop the students that need it.</p>			

Training and Learning Results

Code

Expected results from this subject

Expected results from this subject	Training and Learning Results
Purchase basic knowledges to understand the competitions and operation of the public institutions in touristic subject.	
*Recopilar, *sintetizar, and *analizar information and data of critical form. Elaborate and interpret indicators.	
Look for, select, read and comprise bibliography, and from her elaborate and present results and reports.	
*Conocer And apply techniques of evaluation of touristic impacts, as well as methods of analysis of the social feasibility of touristic projects.	
*Conocer The *principais instruments of planning and public management of the tourism. Be able to #analyze the use gave instruments of critical form.	

Contents

Topic	
1. Introduction to the role of the public administrations in the tourism sector.	Economic, social and environmental effects of tourism. The role of Public Administrations. Basic principles of public intervention in tourism.
2. The tourism public administration in Spain.	UE, the State, Autonomous Communities and Local Administration. Distribution of competencies. Cooperation and coordination.
3. Instruments for planning and management in Public Administrations.	Concept and indicators of Sustainable Tourism, Tourism in natural spaces. Economic assessment of recreational services and environmental impacts. Touristic Taxes. Tourism Planning.

4. The Cost-Benefit Analysis of public projects and Basic concepts of economic evaluation from the public perspective.
policies in tourism. Decision criteria. Risk. Equity.

Planning			
	Class hours	Hours outside the classroom	Total hours
Lecturing	20	30	50
Practices through ICT	6	4.5	10.5
Presentation	2.5	5	7.5
Seminars	2	0	2
Autonomous problem solving	15	30	45
Objective questions exam	0	10	10
Essay	0	20	20
Problem and/or exercise solving	5	0	5

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
	Description
Lecturing	Explanation by the professor of contents of the theme of study, showing theoretical basis and guidelines of a work, exercise or project to be developed by the student.
Practices through ICT	Activities to apply the knowledge to concrete real situations, and to achieve basic and technical skills, in computing labs.
Presentation	Presentation by the students to the professor and the rest of students, of one case study, or the results of a work, exercise, project... They may be carried out individually or in group.
Seminars	The student may need support by the professor to solve problems or obtain help in the development of activities through the process of learning.
Autonomous problem solving	Activities that consist on formulating problems and/or exercises related with the subject. The student must develop the analysis and solve the problems and/or exercises through autonomous work.

Personalized assistance	
Methodologies	Description
Autonomous problem solving	Presential support (directly in the classroom and office hours to attend students) or non presential support (through the email or of the e-learning platform) to the students to help in resolution of problems and/or exercises.
Practices through ICT	Presential support (directly in the classroom and office hours to attend students) or non presential support (through the email or the e-learning platform) to the students to help in the analysis of data and writing of reports.
Seminars	Presential support to the students to check the correct advance of group projects and tasks.
Tests	Description
Objective questions exam	Support during them exams and after them to provide help and feedback on methodology and contents.
Essay	Presential support (directly in the classroom and in office hours to attend students) or non presential support (through the email or the e-learning platform) to the students to help in research works and projects.

Assessment			
	Description	Qualification	Training and Learning Results
Presentation	Public presentation of research works and projects (the quality of the presentation and defence will be valued).	5	
Autonomous problem solving	Capacity of resolution of problems, the ability to write reports and calculate indicators, and the use of the techniques and concepts explained in class.	20	
Objective questions exam	There would be two exams (presential or non presential) to assess the understanding and use of concepts and techniques from theory and practical lessons.	50	
Essay	Writing exercise to value the capacity to look for information, organize the work in group, and collaborate within a team to do and present a research work.	25	

Other comments on the Evaluation

There Will be two possibilities of evaluation:

A) The evaluation of the subject will be continuous. The 50% of the note will be from examso on the contents of the subject, the 20 % of the note will base in the resolution of exercises, practical, problems and case analysis, and the 30 % will be the note of the project in group, of compulsory delivery and presentation. To surpass the subject by continuous evaluation the student must do all the exams, deliver the exercices and deliver and present the research work. There could be asked a minimun mark in each evaluation proof. The students that surpass the subject by means of continuous evaluation (mark over 5) will not need to presented to the final examination of the subject.

B) When it do not proceed the continuous evaluation (because the student have decided it or becasue he/shge had not surpassed the continuous evaluation) a final examination must be done, that will include test questions and of short answer/problems. In this case the note of the test of the exam will constitute 60% of the final note and the part of short answer 40%

The corresponding examination to the second and back announcements will follow the same model that the final examination (option B). The students that do not take part in the continuous evaluation neither realize the final examination, will figure in the ACTA as "no presented". The students that suspend the continuous evaluation and no present to the final examination, will figure in the ACTA as "suspenso".

The students that approve the continuous evaluation and wish to raise their note, will be allowed to attend the final examination (in this case the note of the final examination will substitute the note obtained in continuous evaluation).

The dates and time of the proofs of evaluation of the different announcements are the specified in the calendar of proofs of evaluation approved by the Faculty for the course 2022-2023. In case of conflict or disparity in the dates of the examinations, it will prevail the data published in the web of the FCETOU.

Sources of information

Basic Bibliography

Complementary Bibliography

Oriol Miralbell Izard, Ramon Arcarons i Simon, Josep Capellà i Hereu, Francesc González Reverté, Jos, **Gestión Pública del Turismo**, 1ª, UOC, 2010

Bengochea, A., Magadán, M., y Rivas, J., **Actividad turística y medio ambiente**, 1ª, Septem Ediciones, 2006

De Rus., G., **Análisis Coste □ Beneficio. Evaluación Económica de Políticas y Proyectos de Inversión**, 3ª, Ariel, 2008

Recommendations

Subjects that it is recommended to have taken before

Economics: Introduction to economics/O04G240V01103

Economics applied to tourism/O04G240V01301

Tourism and economic territorial development/O04G240V01501

Other comments

This teaching Guide anticipates the lines of performance that owe carry out with the students in the subject and conceives of flexible form. In consequence, can *requerir readjustments along the academic course promoted by the dynamics of the kind and of the group of real shipping addresses or by the relevance of the situations that could arise.

*Asimesmo, *aportarase to the students to information and *pautas concrete that are necessary in each moment of the formative process.