



## IDENTIFYING DATA

### Public planing of tourism development

Subject	Public planing of tourism development			
Code	004G240V01604			
Study programme	(*)Grao en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	#EnglishFriendly Galician			
Department				
Coordinator	Vázquez Rodríguez, María Xosé			
Lecturers	Vázquez Rodríguez, María Xosé			
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General description	Public planning of Tourism Development is a basic matter that gives in the second semester of the third course of the Degree in Tourism. It consists of a total of 6 credits *ECTS, that correspond with 150 hours of work of the student, of which almost 50 are activities witness, whereas the rest will be activities no face-to-face. This matter pretends to initiate to the student in the knowledge of the paper of the Public Administrations in the tourist sector. We will analyse which are the basic principles of the public politics in relation to the tourism, will present the tourist administrative organisation and the main instruments of planning and tourist management with which explain the Public Administrations. Finally, we will tackle the Analysis Cost-Profit like technician of evaluation of projects and public politics in relation to the tourism.			

## Competencies

Code	
A1	Students need to show they have acquired and understood the knowledge in a field of study underpinned by general secondary education and which is usually at a level which-while drawing on advanced text books-also includes certain aspects that imply being familiar with the cutting edge of this field of study.
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
A5	Students should have developed the necessary learning skills in order to continue studying with a high level of autonomy.
B1	Skills in handling ICT in order to look up and make use of information
B2	Be capable of analysing, synthesizing and managing data derived from observations through the use of basic quantitative and predictive techniques
B3	The ability to critically interpret data and text
B5	Oral and written communication skills.
B7	The ability to work both in teams and individually
B8	Capacity for learning and independent work
B9	Ability to apply the theoretical and practical knowledge acquired in a specialised academic context
B10	Ability to transform an empirical problem into an object of study and to reach conclusions
C1	Understand and interpret knowledge related to the economic agents which intervene in tourism and the relationships established among them
C2	Understand and interpret knowledge related to public policies, the structure and evolution of tourist markets: national and international relations
C10	Analyse and assess the impact of tourism
D3	Creativity

<b>Learning outcomes</b>				
Expected results from this subject	Training and Learning Results			
Obtain basic knowledges to understand the competencies and operation of the public institutions in tourist matter.	A1 A3	B3 B8	C1 C2 C10	
Search for, summarize, and analyze information and data of critical form. Elaborate and interpret indicators.	A2 A3 A4 A5	B1 B2 B3 B9 B10	C1 C2 C10	
Look for, select, read and comprise bibliography, and from her elaborate and present results and reports.	A2 A3 A4 A5	B1 B3 B5 B7 B8 B10	C1 C2 C10	D3
Know and apply technicians of evaluation of tourist impacts, as well as methods of analysis of the social feasibility of tourist projects.	A1 A2	B1 B2 B9 B10	C2 C10	D3
Know the main instruments of planning and public management of the tourism. Be able to analyse the use gave instruments of critical form.	A1 A2 A5	B1 B3 B8 B10	C2 C10	

## Contents

Topic	
1. Introduction to the role of the public institutions in the tourism.	Environmental, social and economic effects of the turism the role of the Public Administration. Basic principles of the public intervention in tourism.
2. The tourist administrative organisation	EU, State, Autonomous Communities and Local Administration. Distribution of competencies. Cooperation and coordination.
3. Instruments of planning and tourist management from the Public Administrations	Concept and indicators of Sustainable Tourism, Tourism in natural spaces. Economic assessment of recreational services and environmental impacts. Tourist taxes. Plans of Tourism.
4. The Analysis *Coste-Profit of projects and public politics in regard to the tourism.	Basic concepts of the economic evaluation since the public perspective.Criteria of decision. Risk. Effects *distributivos.

## 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	Exhibition by part of the professor of the contents on the matter object of study, theoretical bases and/the guidelines of a work, exercise or project to develop by the student.
Practices through ICT	Activities of application of the knowledges to concrete situations, and of acquisition of basic skills related with the matter object of study, developed in classrooms of computing.
Presentation	Exhibition by part of the students in front of the educational and/or a group of students of a subject on contents of the matter or of the results of a work, exercise, project... Can carry out of individual way or in group.
Seminars	You interview that the student is supported by the lecturers of the matter for advice/develop of activities of the matter and of the process of learning.
Autonomous problem solving	Activity in which problems and/or exercises related with the matter must be solved. The student has to develop the analysis and resolution of the problems and/or exercises of autonomous form.

Personalized assistance	
Methodologies	Description
Autonomous problem solving	Support to the students so much of face-to-face form (directly in the classroom and in the moments that the professor has assigned to attendance-to-students time) as of form no face-to-face (through email or of platform fatic) for the resolution of problems and/or exercises posed in the classroom.
Practices through ICT	Support to the students of face-to-face form (directly in the classroom and in the moments that the professor has assigned to attendance-to-students time) for the analysis of data and preparation of reports by means of computer tools.
Seminars	Support to the students so much of face-to-face form in classroom for the follow-up of projects and tasks made in group.
Tests	Description
Objective questions exam	Support during the proofs and after the tests to obtain and provide feedback on methodology and contents.
Essay	Support to the students so much of face-to-face form (directly in the classroom and in the moments that the professor has assigned to attendance-to students time) as of form no face-to-face (through the email or of fatic) for the preparation of works of investigation and projects.

Assessment					
	Description	Qualification	Training and Learning Results		
Presentation	It will value the delivery of the reports associated to the realisation of works and projects, as well as the quality of his presentation and defence in classroom.	5	A1 A4 A5	B5 B7 B9	D3
Autonomous problem solving	It will value the capacity of resolution of problems, preparation of reports and indicators, and application of the knowledges purchased in the practical classes.	20	A2 A5	B1 B2 B3 B8 B10	C1 C2 C10
Objective questions exam	They will make you test type periodic test through the fatic platform to evaluate the understanding of knowledges given in masterclass and in practices	50	A1 A5	B1 B2 B3 B9	C1 C2 C10
Essay	It will value the capacity to look for information, organise the time and collaborate with teams for the realisation of works and projects in group.	25	A3	B7 B8 B9 B10	C1 C2 C10 D3

### Other comments on the Evaluation

Two possibilities of evaluation:

A) The evaluation of the matter will be continuous. 50% of the note will configure from examinations type test on the contents of the matter, the 20 % of the note will base in the resolution of exercises, practical, problems and analysis of case, and the 30 % will be the note of a project in group, of compulsory delivery and exhibition. To surpass the matter by continuous evaluation is precise to have presented to all the proofs, deliver all the practices required and make and present the project in group. Or students that surpass the matter by means of continuous evaluation will not require to present to final examination of the matter.

B) When it do not proceed the continuous evaluation (by that the student like this have decided it or by have not surpassed the continuous evaluation) will make a final examination, that will suppose 100% of the note. The examination will consist of a theoretical part (short questions and/or type test) (60% of the final note) and a practical part (40%). The students that surpass the matter by continuous evaluation but wish to go up note will be able to present to the final examination. In this case, the note of the final examination will substitute to the note of the continuous evaluation to all the effects.

The corresponding examination to the second and back announcements will follow the same model that the final examination. The students that do not present the continuous evaluation neither the final examination, will appear in the records as no presented. The students that do not surpass the continuous evaluation and do not present to the final examination, will appear in the records like suspenses.

Dates and schedules of the proofs of evaluation of the different announcements will be the specified in the calendar of proofs of evaluation approved by the Xunta de Centro for the course 2020-21. In case of conflict or disparity between dates of the examinations, will prevail the distinguished in the web page of 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 educational Guide anticipates the lines of performance that have to carry out with the students in the matter and conceives of flexible form. In consequence, can require readjustments to the long of the academic course promoted by the dynamics of the class and of the group of real addressees or by the importance of the situations that could arise.

Likewise, the information and concrete guidelines necessary in each moment of the formative process will be provided to the students.

## Contingency plan

### Description

=== EXCEPTIONAL MEASURES SCHEDULED ===

In front of the uncertain and unpredictable evolution of the sanitary alert caused by the \*COVID- 19, the University establishes an extraordinary planning that will activate in the moment in that the administrations and the own institution determine it attending to criteria of security, health and responsibility, and guaranteeing the teaching in a no face-to-face stage or no totally face-to-face. These already scheduled measures guarantee, in the moment that was prescriptive, the development of the teaching of a way but agile and effective when being known in advance (or with a wide \*antelación) by the students and the \*profesorado through the tool normalised and institutionalised of the educational guides \*DOCNET.

=== ADAPTATION OF The METHODOLOGIES ===

\* educational Methodologies that keep

- 1) Resolution of problems of autonomous form.
- 2) Research Work

\* educational Methodologies that modify

- 1) Practical with support of the Tics. They will happen to develop in remote.
- 2) Seminar. It will happen to develop in remote.

\* Mechanism no face-to-face of attention to the students (tutorías)

Attention to students will happen to be made by telematic means (email, virtual dispatch, conversation in fatic, etc.) and will be previously concerted by email with the teacher/lecturer, to facilitate contact in forecast of problems of conciliation and/or connectivity.

\* Additional bibliography to facilitate to car-learning

The teacher will put the disposal of the students, through the platform fatic, the bibliography or necessary materials for the reinforcement of the education, in case to happen to a no face-to-face modality. This bibliography will be specific for each subject and epigraph. The general bibliography will be the same that the specified for the face-to-face education.

The quantity and typology of the educational material (audiovisual or writing) will be the necessary to guarantee that the students do not lose any type of content, practical or competency.

=== ADAPTATION OF The EVALUATION ===

To evaluation was designed not to have to be modified in a stage of no face-to-face methodology, giving a greater weight to the autonomous work of the students.

The billed of the tasks, as well as the available materials will be adapted to the new situation of work no face-to-face in remote and will be put the disposal of the students with the sufficient time respect of the deadline of delivery.

The proofs will happen to make through Virtual Campus/Faitic or through an oral exam in case of problems of connectivity by part of the students.

**\* Additional information**

In the proofs of evaluation no face-to-face will make control of assistance, for the which will be indispensable to identification by part of the students ( show identity card and activate camera).

In the proofs of evaluation no face-to-face, in case that any/has student/anticipate it or have problems of connectivity, will enable how alternative of evaluation an oral proof (made in the same day of the examination written).

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