

# ECTS - Instituto Superior de Contabilidade e Administração do Porto

## Degree: Management Of Tourism Activities

### Course: Tourism Planning

Academic Year: 2014/2015

Academic year: 3

Term: Summer Semester

Attendance: Mandatory

Course Responsible Teacher: Mestre Pedro Liberato

Number of Credits (ECTS): 5.0

Theoretical/Practical Work (hours): 3.0 h

#### Objectives:

This curricular unit aims an integrated analysis of tourism in the territory, through the presentation of concepts and methodologies framed in a strategic planning perspective.

General skills:

Apply the contents in the interpretation of the territorialisation of tourism, from the perspective of territorial tourism planning, ensuring the quality of the relationship between tourism and the planning of its development (sustainability).

Specific skills:

Learn the basic concepts associated with tourism planning and management of tourism spaces;

Understand and analyze critically the systems and territorial management instruments in Portugal in the relations established with the tourism phenomenon (strategic planning);

Learn the composition and the several types of tourism spaces;

Recognize the contribution of the European Union for the sustainable planning of Europe.

#### Syllabus:

1. Concepts and definitions

1.1 Objectives of tourism planning

1.2 General concepts and definitions in tourism planning

1.3 Typologies

1.4 Systemic approach

2. Planning and land use planning in tourism

2.1 Evolution

2.2 Planning process as a pillar of sustainable tourism development

2.3 Spatial planning in the strategic planning of tourism development: characteristics and objectives

2.4 Study of the life cycle of the tourism product in the strategic planning and territorial tourism

2.5 The tourism planning today, globally and in the context of the European Union

2.6 Tools for planning and land management

2.7 Conditioning of land use

3. Tourism planning in Portugal

3.1 Tourism enterprises and its local and regional intervention

3.2 The national structure of tourism and leisure

3.3 The government role and tourism politics in Portugal

#### Objectives:

Operational tools are used for the study of tourism planning, including sources, associated indicators and research methodologies, critical reflection of texts and case studies, research, data analysis, small research development, development and presentation of practical group work.

#### Assessment Methods:

CONTINUOUS ASSESSMENT

Written Test (WT): criteria weigh of 50%. Minimum score of 7 points.

Group work (GW): Development of a project to be conducted during the semester with public presentation (mandatory) on the two teaching last weeks of the semester. Criteria weight of 40%. No minimum score.

Participation in classes (PC): Participation in classes - exercises proposed in the classroom throughout the semester. Criteria weight of 10%. Minimum score of 7 points.

FINAL EVALUATION

Final Exam with 100% weigh or (WTx70%) + (GWx30%)

(If the student informs the teacher that he wants to be evaluated this way).

#### References:

- Martins Vieira, João (2007). Planeamento e Ordenamento Territorial do Turismo uma perspectiva estratégica. Ed. Verbo.
- Kastariak, Bulent; Barber, Brian (2012). Fundamentals of Planning and Developing Tourism. Prentice Hall.
- Mason, Peter (2008). Tourism Impacts, Planning and Management, Second Edition. Butterworth-Heinemann.
- Michael Hall, Colin (2008). Tourism Planning: Policies, Processes and Relationships. Pearson Education.
- Var, Turgut & Gunn, Clare A. (2002). Tourism Planning: Basics, Concepts, Cases, Fourth Edition. Routledge.
- Nunkoo, Robin; Smith, Stephen L.J. (2014) Trust, Tourism Development and Planning. Routledge
- Phillips, Rhonda; Roberts, Sherma (2012). Tourism, Planning, and Community Development. Routledge
- Edgell Sr, David L.; Swanson, Jason (2014). Tourism Policy and Planning Yesterday, Today, and Tomorrow. Routledge.

**Mestre Pedro Liberato**

S. Mamede Infesta, 9 de Setembro de 2015