

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
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<i>Course</i>	Tourism and Leisure + Hotel Management					
<i>Subject</i>	Tourism Planning and Development					
<i>Academic year</i>	4	<i>Curricular year</i>	2nd/3rd	<i>Study period</i>	2nd semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 108	Contact: 45	<i>ECTS</i>	4
<i>Professor(s)</i>	Gonçalo José Poeta Fernandes					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i>		Gonçalo José Poeta Fernandes			

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Provide systematic and critical training of tourism planning and development strategies.
- Identification of the resources that support tourism and its distinct distribution;
- Understand the planning process, its stages and methodologies;
- Interpret the evolution of the sector and the theories of its planning and development;
- Know the different actors that structure the tourism sector and its relationships;
- Recognize the importance of the management and development of tourism;
- Identify the instruments and policies of action for the planning of tourism
- Understand the logic of development in the various tourist spaces;
- Recognize the impacts generated by tourism on the economy, society and territory;
- Increase the investigation of tourism planning processes and the search for solutions for sustainable development.

2. PROGRAMME

1 - Planning, Territory and Tourism: theoretical bases, dynamics and dimension

- 1.1 Theoretical bases of planning and its objectives
- 1.2 Planning as a dynamic process of cognition, decision making, learning and information exchange
- 1.3 The classification of planning and its typology
- 1.4 Planning as a development instrument
- 1.5 Framework for tourism planning in the spatial planning system

2 - Processes and Methodologies for Tourism Planning and Development

- 2.1 Process and components of Tourism Planning
- 2.2 Sources of information, analysis methodologies and tourism diagnosis
- 2.3 Tourism planning and spatial planning policies
- 2.4 Structures, scales of intervention and tourism planning instruments
- 2.5 Strategic tourism planning: from vision to implementation

3 - Theories, Models and Policies of Tourism Development

- 3.1 The major theories explaining tourism development.
- 3.2 The development of tourism and its physical, economic, and socio-cultural impacts.
- 3.3 Tourism development, competitiveness, and efficiency in managing tourism resources.
- 3.4 Tourism management to sustainability.

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Tourism as a social phenomenon and economic activity has gained a prominent position in societies, generating profound economic, social, and territorial transformations. Faced with the growth of tourism activities, the complexity of their relations with the environment and the various players involved, the need to plan tourism and (re)think about its development, given the growing demands and changes, integrating social, economic, and environmental concerns, has become pressing.

In this context, the objectives defined are articulated with the contents established in an approach to the planning process, tourism development policies and management models promoting analysis at the various levels of action, to understand the different structures, functions, and players in tourism planning and development. The levels, components, and approaches to tourism planning are explored to understand the main aspects and trends of this continuous and systematic process, incorporating tools for information analysis and monitoring of results. The analysis of the implementation of tourism development intends to help to know and interpret current practices, the essential aspects of their achievement, and the impacts generated.

4. MAIN BIBLIOGRAPHY

- CUNHA, L. (2017). Turismo e Desenvolvimento. Realidades e perspetivas. LIDEL Edições Tecnicas, Lisboa.
- HALL, C. M. (2008). Tourism Planning: Policies, Processes, and Relationships. 2nd Edition, Harlow: Pearson Education.
- MASSON, P. (2008). Tourism Impacts, Planning and Management, 2nd Edition, Taylor & Francis
- KASTARLAK, B. & BARBER, B. (2014). Fundamentals of Planning and Developing Tourism: Pearson New International Edition
- PAGE, J. S (2009). TOURISM MANAGEMENT. Managing for change. Butterworth-Heinemann, Published by Elsevier Ltd.
- SILVA, F. & UMBELINO, J. (2017). Planeamento e Desenvolvimento turístico. Lisboa: Lidel.
- VIEIRA, J. M. (2007). Planeamento e Ordenamento Territorial do Turismo. Uma perspectiva estratégica, Editorial Verbo, Lisboa.
- WTO (2007), Guide for Local Authorities on Developing Sustainable Tourism, Madrid: WTO.
- Teacher's Guide - Tourism Planning and Development

Complementary Bibliography

- CUNHA, L. (2013), *Economia e Política do Turismo*, 3ª Edição, Lisboa: Lidel.
- GUNN, C., A. G., Var. Turgut (2002), *Tourism Planning: Basics, Concepts, Cases*. 4ª Ed., London: Routledge.
- HALL, C. M. (2008), *Tourism Planning: Policies, Processes, and Relationships*. 2nd Edition, Harlow: Pearson Education.
- INSKEEP, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
- MATHIESON, A., WALL, G. (1982), *Tourism: Economic, Physical and Social Impacts*, Essex: Longman Publishing Group.
- WTO (2004), *National and Regional Tourism Planning: Methodologies and Case Studies*, Madrid: WTO.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

In methodological terms, the theoretical lessons can be expository and discussion on phenomena/events related to national and international tourist activity, analysis of problems of organizational scope, regional planning, and strategies for tourism development. The reflection on the process and strategies of planning and development of tourism will be encouraged, as well as research done by students of situations at different territorial scales. We will encourage individual intervention and initiative, as well as collective reflection.

In the classes research, representation, illustration and exhibition activities will be carried out, within the scope of the contents covered, paying special attention to data collection, qualitative and quantitative analysis of the information collected and the elaboration of intervention strategies in the field of tourism planning and development. Teaching tools supported by bibliographic resources, conceptual schemes, Infogrames, documentaries (video), reports, and publications on tourism planning and development will be promoted.

The evaluation will be made according to a dynamic and continuous process, with a formative dimension, being subject to the respective regulations in force at the Escola Superior de Turismo Hotelaria. It is defined operationally through the following

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elements: written tests of knowledge evaluation; active participation in theoretical-practical classes and elaboration of research work guided by the teacher, in which they can apply the acquired knowledge.

Note: All evaluations will be made available and explained during the hours of attendance and doubts should be clarified during the hours of tutoring or attendance.

2.	written tests (f1+ f2)	2 x 50%	10	
Final evaluation (1)		100%	20	50(f1)+50(f2)/100

(1) may be changed or adjusted in coordination with the students

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

This UC aims at giving the student a deeper insight into the concepts of the theoretical framework of tourism planning and development and their importance in a sustainable perspective, from the local to the international level. Thus, it aims to recognize the importance of the multiple interactions that exist in the tourism system, which must be articulated in the various components of tourism planning.

The teaching methodologies used are transversal to achieve the defined objectives, addressing theoretical and conceptual issues, in relevant scientific works and articles in tourism plans and projects of relevance. The analysis of case studies is articulated stimulating the students in the problems discussed in the UC, focusing the formative activity on the student for his involvement in real and practical issues, and in the confrontation process of tourism planning and development, articulating the theoretical contents in applied research in group work.

7. ATTENDANCE

In the continuous assessment, in the normal season, 75% of the total classes taught to students with normal status are required

8. CONTACTS AND OFFICE HOURS

Gonçalo José Poeta Fernandes: goncalopoeta@ipg.pt

Office hours Tuesday through Thursday, posted in the office.

DATE

19 de fevereiro de 2024

SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Area/Group Coordinator

