

## **PLANNING AND MANAGEMENT OF TOURISM DESTINATIONS**

Degree in Touristic Activities Management

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Code: 15816

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Maria Isabel Neves Gonçalves da Silva Martins

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **Objectives**

The unit of Planning and Tourist Destinations Management aims to:

- Present the latest perspectives on planning and management of tourist destinations articulating them with current and future challenges;
- Analyze the planning and tourism management in destinations, in a comprehensive view;
- To present the models and strategic planning processes in Tourism;
- To present the methodological tools needed for the development of tourism planning activities;
- Articulate the socio-economic management of tourism activities, with the spatial planning that should underpin it;
- To present the latest methodologies of strategic management of tourist destinations.
- Develop the capacity of analysis of tourism planning, and specifically in relation to the Tourism Development Plans, highlighting the emergence of sustainable development, planning and management of tourist destinations.

### **Learning Outcomes**

The curricular unit of Planning and Tourism Destinations Management aims to provide students with:

- Acquisition of general and specific knowledge of the course;
- Critical analysis of the reality of the country and the region, in relation to the planning and management of tourism;
- Development of intellectual skills of students, enhancing the practical application of knowledge, diagnosis and analysis of complex situations, aiming a rational decision-making;
- Prepare students for an innovative approach and inductive skills, in order to contribute to their training as strategic actors in planning and management of tourist destinations.
- Communication skills;

- Team work;
- Acting in accordance with ethical principles.

## **Course Contents**

### 1. Planning and management of tourist destination

#### 1.1. Concepts and questions

### 2. The tourist destination and its environment

#### 2.1. Tourism destination: delimitation and characterization

##### 2.1.1. Concept, functions and evolution

##### 2.1.2. Characterizing features of tourist destinations

##### 2.1.3. The key players in planning and destination management

##### 2.1.4. Typologies of tourist destinations

##### 2.1.5. Life cycle of a tourist destination

### 3. Relationship between the destination and its environment

#### 3.1. Tourism sustainability

##### 3.1.1. Sustainable tourism development

#### 3.2. Tourism competitiveness

##### 3.2.1. Sustainable competitiveness of tourism destinations

#### 3.3. The role of cooperation in the development of tourist destinations

#### 3.4. Tourism sazonality

#### 3.5. Models of management and development of the tourist destination and challenges

##### 3.5.1. Carrying capacity of tourist destination

##### 3.5.2. "Overtourism" and "tourismophobia"

### 4. Strategic process for the development of a competitive tourism destination

#### 4.1. The strategic foundations: the planning of tourism

##### 4.1.1. Importance, objectives and dimensions of tourism planning

4.1.2. Constraints and barriers to tourism planning

4.1.3. Tourism planning levels

4.1.4. Planning process in tourism

4.1.4.1. Stages of strategic planning of a destination

4.2 The tourism development plan

5. Destination management: a multidimensional analysis

5.1. Direction and organization of the tourist destination: DMO

5.2. Innovation in tourism

5.3. Destination image management

5.4. Destination marketing

5.5. Quality management systems of the tourist destination

5.6. Accessibility for all

### **Recommended Bibliography**

Silva, F., Umbelino, J. (Eds.) (2017). "Planeamento e Desenvolvimento Turístico", Lidel, Lisboa.

Cunha, L. (2017). "Turismo e Desenvolvimento - Realidades e Perspetivas", Lidel, Lisboa.

Boniface, B., Cooper, R. Cooper, C. (2016). "Worldwide Destinations. The geography of Travel and Tourism", 7th Edition, Routledge, New York.

Page, S. (2019). "Tourism Management", 6th Edition, Routledge, New York.

Serra, F., Ferreira, M., Torres, M. e A. Torres (2010). "Gestão Estratégica – Conceitos e Prática", Lidel, Lisboa.

Vieira, João (2007). "Planeamento e Ordenamento Territorial do Turismo", Verbo, Lisboa.

Artigos de publicações científicas da área do Turismo (disponibilizados pela docente ou pesquisados pelos estudantes, nas plataformas de busca indicadas, nomeadamente, B-on; Google Académico; Researchgate; Academia.edu; Sites de Editoras).

Estratégia Turismo 2027 (2017).

Planos de Desenvolvimento do Turismo de diversas localidades.

### **Learning and Teaching Methods**

The development of tourism as a complex system, made emerge the concept of tourist destination, as locus of the tourist experience, based on a combination of attractions and attributes within a host community. The global tourism system has been to shift the burden of competition for the destination level implying the advent of a coordinated management system capable of ensuring coherence between the multiple interests that converge in this system localized production and consumption.

The unit of Planning and Tourist Destination Management aims to provide students with knowledge related to the planning and management of tourist destinations.

The coherence between the objectives and program content arises from the fact that the development of the chapters of the program articulate themselves with the logic of a constructive approach based on analysis, critical thinking and synthesis, in view of the rational process of decision making.

### **Assessment Methods**

There are two alternative options for assessment: (I) by continuous evaluation, or (II) by examination.

#### **I. BY CONTINUOUS EVALUATION**

Continuous assessment consists of three components: face-to-face, periodic summative assessment and practical work of the curricular unit.

##### **1. Face-to-face component assessment criteria:**

Demonstrated attendance and performance in class; attendance (presence confirmed in Moodle) is compulsory in at least 75% of the classes, as provided in articles 5 and 7 of the RIAPA;

Demonstrated abilities in the accomplishment of the practical works, in class;

Preparation of reports of the practical work done, either in group or individually;

The delivery and / or presentation of at least  $\frac{3}{4}$  (three quarters) of the practical class work is mandatory;

This component of assessment is mandatory and has a weight of 20% of the final grade.

##### **2. Summative periodic assessment criteria:**

The periodic evaluation consists in the accomplishment of a written summative test on the programmed contents taught, as well as on the practical works of the uc, elaborated and presented by the students (see listing with themes and work groups);

Date of the test: december 11, 2019 (at 16 o'clock in the daytime; at 18.30 o'clock in night regime);

This evaluation component is mandatory and has a weight of 50% of the final grade.

##### **3. Practical work assessment criteria:**

The practical work of the uc consists in a individual work on a theme pre-defined by the teacher. The definition of the theme will be done in the classes of 25 and 30 of september;

Deadline for submitting papers: december 2, 2019;

This evaluation component is mandatory and has a weight of 30% of the final grade.

- The minimum admissible grade is 8.0 values for all previous assessment components.

- Students who are unsuccessful in the summative test, but who achieve a grade of 12 or higher, in components 1 and 3 of the assessment, and who have met the minimum attendance test (cumulative conditions), may undergo

examination; these components are weighted at 20% of the final grade (\*).

## II. BY EXAMINATION

Preparation of a written test, where the students' knowledge related to the theoretical and theoretical-practical topics taught, as well as the topics elaborated in the scope of the practical work of the uc, presented in class, are checked; This evaluation component weighs 100% of the final grade; see exception for students who meet the conditions described above (\*);

Students who take improvement, the final grade of the uc is the exam grade;

The minimum grade for approval in the uc is 9,5 points.