

PLANNING AND MANAGEMENT OF TOURISM DESTINATIONS

Degree in Touristic Activities Management

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Code: 15816

Main Scientific Area: Hospitality and Tourism

Lecturer: Rúben Miguel da Silva Carvalho

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

1. Define/clarify the importance of tourism destination conception, including its evolution and dimensions.
2. Recognize/evaluate the role of DMO at the scope of the structure and leadership of destinations resources management, and its development.
3. Expose/explain models and processes of strategical planning in tourism destinations.
4. Present the most recent trends regarding planning and management of tourism destinations, including present and future challenges.
5. Identify/analyze current practices and aspects about sustainable development models for Tourism.
6. Reveal the importance of planning and management of tourism destinations, concretely, to competitive sustainable tourism development.
7. Incite analyzing capabilities about tourism development plans, underlining the urgent necessity of sustainable policies regarding the practices of planning and managing tourism destinations.
8. Present/define methodological tools used for tourism planning.
9. Present/define concepts and key-questions related to tourism destinations, sustainable planning in tourism and management of tourism destinations.

Learning Outcomes

Refer/define/explain concepts and key-questions related to tourism destinations, and sustainable tourism planning and management.

Critically evaluate different approaches/models applied in tourism planning.

Identify the main actors in the process of planning and creation of tourism policies, and their roles and

responsibilities.

Recognize/evaluate the role of DMO's in destination's planning, managing and development.

Understand the influence of space, place and communities to a destination's sustainable development and tourism demand.

Explain the relevance of managing destinations, where inter-destination competition provides quality experiences, but also implies managing (positive and negative) impacts from Tourism in communities and local ambiances.

Identify/apply practical principles and tools in planning and managing sustainable Tourism.

Developing communication, team work and know how skills according to the basic ethical and moral principles.

Course Contents

I. The tourism destination and its environment

1. Tourism destinations: delimitation and characterization

1.1. Concept, functions, and evolution

1.2. Basic elements of tourism destinations

1.3. Types of tourism destinations

1.4. Life cycle of a tourism destination

1.5. Key players in destination planning and management: characterization and role in the tourism destination

1.5.1. The State's role in the Tourism

1.5.2. Tourism development policies

2. Direction and organization of the tourism destination: Destination Management Organization (DMO)

2.1. Participatory destination management

2.2. Destination governance

II. Relations between the destination and the environment

1. Planning and land use as a support for Tourism development

2. Models and paradigms of Tourism planning and development

3. Tourism sustainability

3.1. Sustainable Tourism development

- 3.2. Tourism Seasonality
- 3.3. Carrying capacity of a Tourism destination
- 3.4. Tourism authenticity: development factor
- 3.5. Innovation in Tourism: condition for development
- 3.6. Accessibility in the tourism destination: development factor
- 4. Tourism competitiveness
- 5. Cooperation as a factor in the development of tourist destinations
- III. Strategic process for the development of a competitive tourism destination
 - 1. Tourism destination management
 - 1.1. Tourism destination image management
 - 1.2. Quality management systems of the tourism destination
 - 2. Tourism destination planning
 - 2.1. Importance, objectives, levels, and dimensions of planning in Tourism
 - 2.2. Constraints and barriers to planning in Tourism
 - 2.3. Tourism development strategies in Portugal - Spatial Planning and Tourism Planning
 - 2.4. Steps in the tourism planning process
 - 3. The tourism development plan

Recommended Bibliography

- Silva, F., Umbelino, J. (Eds.) (2017). Planeamento e Desenvolvimento Turístico. Lisboa: Lidel.
- Cunha, L. (2017). Turismo e Desenvolvimento - Realidades e Perspetivas. Lisboa: Lidel
- Boniface, B., Cooper, R. Cooper, C. (2016). Worldwide Destinations. The geography of Travel and Tourism (7thEdition). New York: Routledge.
- Page, S. (2019). Tourism Management (6th Edition). New York: Routledge.
- Serra, F.; Ferreira, M.; Torres, M. Torres, A. (2010). Gestão Estratégica – Conceitos e Prática. Lisboa: Lidel.
- Vieira, J. (2007). Planeamento e Ordenamento Territorial do Turismo. Lisboa: Verbo.
- V/A (2017). Estratégia do Turismo 2027. Liderar o Turismo do Futuro. Lisboa: Turismo de Portugal I.P. (disponível em: <http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/estrategia-turismo-2027.pdf>)

Planos de Desenvolvimento do Turismo de diversas localidades.

Learning and Teaching Methods

The contents are organised in an integrated way in order to promote the acquisition of knowledge and the development of professional skills.

It is based on general aspects of the destination for the study of the relations of destinations (Chapter I), the relation destination-environment (Ch. 2), and the analysis of the strategic processes for the development of competitive tourism destination (Ch. 3).

The coherence between objectives and contents derives from the fact that chapters are articulated according to a constructivist approach logic, based on analysis, critical thinking and synthesis, in view of the rational process of decision making.

Concretely, Chapter 1 aims to work contents to achieve the objectives of learning objectives 1 and 2. Chapter 2 contributes to the achievement of the objectives of learning objectives 3, 5, and 6. Chapter 3 contributes to the achievement of learning objectives 6, 7, and 8. Learning Objectives 4 and 9 are general and receive input from all chapters.

Assessment Methods

Students may be assessed in two ways:

(1) continuous assessment;

(2) examination.

1. Continuous assessment

It necessarily four dimensions, corresponding to:

The. Written test - 50% (minimum grade 7.5).

B. Group work - 25%.

b.1. Criteria for defining the topic to be addressed:

- theme defined and proposed in Moodle;

b.2. Rating criteria:

- level of involvement in the topic, namely in research and collection and processing of information;

- availability for critical discussion of the topics to be included in the work;

- demonstrated ability to participate and carry out group work;

- level of writing and quality of the chain of written content (pdf);

w. Classroom - 10%.

- discussion of topics in the classroom;

- carrying out individual work in the classroom whether subordinate to group work or not;

- attendance.

d. - Preparation of a multidisciplinary and creative project "FASA 50/10" in groups of (+/-) 5 students with mandatory presentation - 15%

d.1. "FASA 50/10" project rules (15%):

The final grade is the responsibility of the 5 teachers in the class.

The "FASA 50/10" Project is mandatory for GAT students, who started the course in the 2022/23 academic year or later years.

The "FASA 50/10" Project has a weighting of 15% in the final grade of all curricular units. This grade is applicable in all assessment periods (continuous assessment and in all exam periods).

Students who do not complete the "FASA 50/10" Multidisciplinary and Creative Project, or the replacement work (when applicable), will receive a grade of zero in this component. The "FASA 50/10" project has no minimum grade.

Exceptional cases: repeating students, student workers or other "special statuses" and students who improve their grades, who prove that they cannot participate in classes and respective work, may request, via MOODLE, the "REPLACEMENT METHODOLOGY", up to 15 October 2023. The application must be submitted in Moodle for each curricular unit.

GRADE IMPROVEMENT EXAMINATIONS: in the case of students who intend to improve their grade in curricular units that they obtained approval for before the implementation of the "FASA 50/10 project" in the curricular year in which the UC is included, the exam must be weighted in 100%.

"REPLACEMENT METHODOLOGY": each curricular unit must include a "replacement work for the FASA 50/10 project" for cases in which this applies (see exceptional cases), with a weighting of 15%. This "REPLACEMENT METHODOLOGY" is operationalized through the following mandatory elements:

- 50% - Continuous assessment test on all topics taught (students must obtain a minimum grade of 7.5);

- 15% - Individual work to replace the "FASA 50/10" project (no minimum grade);

- 35%- Group work (proposed in Moodle).

The test will be carried out on the date mentioned in the test schedule, however. As for the remaining elements, the group work must be delivered on the same day as the rest of the class; regarding the individual work to replace the project "FASA 50/10 will be communicated in cases where the student informs the teacher that he is sheltered from the situation.

2. Assessment by EXAM (in all exam periods):

- 85% - Written exam on all topics taught;

- 15% - grade obtained as part of the preparation of the "FASA 50/10 project" in groups of students with mandatory

presentation, or the grade for the replacement work.