

1. BASIC INFORMATION

Course	Touristic and Entertainment Industry Destination Planning
Degree program	Bachelor's Degree in Tourism and Leisure Management
School	Social Sciences
Year	Second
ECTS	6 (150 hours)
Credit type	Compulsory
Language(s)	English
Delivery mode	Campus-based
Semester	Second
Academic year	2025/2026
Professor	Hyeon-Jin Lee

2. PRESENTATION

Tourism is a global and multi-faceted activity involving many different sectors of society and economy. Tourism has a considerable role to play in delivering sustainable development in many destinations and communities. In this respect, planning tourism at all levels is essential for achieving successful tourism destination development and management. Good tourism planning goes far beyond the scheme to maximize economic returns to the destination. It can generate a wide spectrum of positive impacts in society, culture and environment of the destination. Conversely, where effective planning of tourism is absent, there are evident risks that tourism destination development will become formless, unregulated and likely to lead directly to a range of unexpected and unwanted impacts. The COVID-19 pandemic which triggered an unprecedented crisis in the tourism economy has led to the decline of certain mainstream business formats and, simultaneously, the emergence of others in the tourism sector. This crisis has required governments and all the tourism stakeholders to rethink and redirect tourism towards a more sustainable and resilient profile. The tourism destination planning and measures put in place today will shape tourism tomorrow and that will bring an opportunity to consolidate the transition towards sustainable and balanced tourism.

The aim of this course is to understand why sustainable tourism destination planning is important and necessary by exploring the basic nature of tourism planning processes, some of the types of planning approaches and key indicators of sustainable development of tourism destinations. It also aims to identify the major elements of sustainable and competitive tourism destination planning and development. Key issues of sustainability in tourism will be analyzed through the use of case studies, reading materials and practical exercises. Students will be encouraged to take a pro-active learning by further researching issues, actively engaging in class discussions, conducting individual and team work, and presenting results.

This course examines Organic Law 10/2022, of 6 September, on comprehensive guarantees of sexual freedom. This training not only responds to the current regulatory framework, but also actively contributes to the construction of academic and professional environments that are safer, more inclusive and more respectful of the rights of all people, in line with the Sustainable Development Goals, in particular SDG 5 (Gender Equality) and SDG 16 (Peace, Justice and Strong Institutions). In this way, it addresses the need to educate on respect for human rights, gender equality and diversity in all its expressions.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB2: Students should know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study
- CB4: Students should be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public
- CB5: Students should have developed those learning skills necessary to undertake further studies with a high degree of autonomy

Cross-curricular competencies:

- CT5: Analysis and solution of problems: Ability to evaluate the information, break down complicated situations into the component parts, recognize patterns and consider other alternatives, focuses and perspectives to find out ideal solutions and efficient deal
- CT6: Adaptation to the change: Ability to accept, evaluate and integrate distinct positions by adapting to the situation required and working efficiently in an uncertain situation
- CT8: Entrepreneurship: Capacity to undertake and carry out activities that generate new opportunities, anticipate problems or make improvement
- CT9: Global mindset: Capacity to show interest and understand other standards and cultures, recognize their own predisposition and work efficiently in a global community

Specific competencies:

- CE6: Capacity to identify the needs of technical planning of the tourist infrastructures and installations
- CE14: Capacity to evaluate the tourism potential of the territory
- CE17: Capacity to elaborate a management plan of the cultural and natural heritage in a touristic and/or leisure destination according to the principals of the accessibility and sustainability
- CE20: Capacity to search information about the functions of the destinations, tourism structures and business sectors

Learning outcomes:

- LO1: Understand the principals and methods of the tourism destination planning and the benefits which have consequences for an organized, streamlined and attractive touristic destination
- LO2: Identify the environmental risks which may occur in the tourism destinations and the methods and strategies for its prevention and minimization
- LO3: Comprehend the physical and human factors of the geosystem which influences in the location of the touristic activities and affects its implementation and development (climate system, landscape, distance, political, social and economic conditions...)
- LO4: Carry out the accurate diagnosis on the situation of the touristic activities in different nations and regions based on the knowledge of the global tourism circumstances and the correct identification of the current key elements of each territory

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CT6, CT9, CE14, CE20	LO1: Understand the principals and methods of the tourism destination planning and the benefits which have consequences for an organized, streamlined and attractive touristic destination
CB4, CT5, CT9, CE14, CE17	LO2: Identify the environmental risks which may occur in the tourism destinations and the methods and strategies for its prevention and minimization

CB4, CT6, CT8, CT9, CE6, CE20	LO3: Comprehend the physical and human factors of the geosystem which influences in the location of the touristic activities and affects its implementation and development (climate system, landscape, distance, political, social and economic conditions)
CB2, CB5, CT5, CT8, CE14, CE17	LO4: Carry out the accurate diagnosis on the situation of the touristic activities in different nations and regions based on the knowledge of the global tourism circumstances and the correct identification of the current key elements of each territory

4. CONTENT

The subject is organized into six learning topics, which, in turn, are divided into specific topics:

- Fundamental elements of tourism destination planning
- Methodologies for tourism destination planning
- Destination planning stages and tools
- Implementation, monitoring, and evaluation of the plan
- Sustainability and environmental management
- Territorial identity, image, and promotion of tourist destinations

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures / online conference
- Case studies
- Cooperative learning
- Problem-based learning
- Project-based learning
- Field experiences

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each:

Campus-based mode:

Learning activity	Number of hours
Tutorials	10 h
Lectures	15 h
Asynchronous lectures	15 h
Autonomous work	20 h
Oral presentations	15 h

Case analysis and problem-solving	15 h
Site visits/ External work stays	15 h
Participatory group activities	20 h
Works / projects	20 h
Knowledge tests	5 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	30%
Case analysis and problem-solving	25%
Oral presentations	20%
Works / Projects	25%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Ordinary Call

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Extraordinary Examination

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1. Case analysis and oral presentation	Week 7-9
Activity 2. Case analysis, project and oral presentation	Week 11-13
Activity 3. Project and oral presentation	Week 15
Activity 4. Knowledge tests	During course

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Crouch, G. (2007) *Modelling destination competitiveness : a survey and analysis of the impact of competitiveness attributes*. STCRC. ISBN: 9781920965389
- World Tourism Organization (2013) *Sustainable Tourism for Development*. UNWTO. ISBN: 280-663

The recommended Bibliography is:

- World Tourism Organization and Japan International Cooperation Agency (2023) *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*. UNWTO. ISBN: 978-92-844-2433-7
- World Tourism Organization (2022) *Measuring the Sustainability of Tourism – Learning from Pilots*. UNWTO. ISBN: 978-92-844-2405-4
- World Tourism Organization (2017) *Mekong River-based Tourism Product Development*. UNWTO
- World Tourism Organization (2017) *International Rural Tourism Development – An Asia Pacific Perspectives*. UNWTO. ISBN: 978-92-844-1882-4
- World Tourism Organization and European Travel Commission (2011) *Handbook on Tourism Product Development*. UNWTO & ETC. ISBN: 978-92-844-1395-9
- World Tourism Organization (2010) *Practical Guide for the Development of Biodiversity-based Tourism Products*. UNWTO. ISBN: 978-92-844-1340-9
- United Nations Environment Programme and World Tourism Organization (2005) *Making Tourism More Sustainable*. UNEP. UNWTO. ISBN: 92-844-0821-0
- World Tourism Organization (2004) *Indicators of Sustainable Development for Tourism Destinations*. UNWTO. ISBN: 92-844-0726-5
- World Commission on Protected Areas (2002) *Sustainable Tourism in protected Areas - Guidelines for Planning and Management*. IUCN. ISBN: 2-8317-0648-3
- World Tourism Organization (1997) *International Tourism: A Global Perspective*. UNWTO. ISBN: 92-844-0231-X
- World Tourism Organization (1994) *National and Regional Tourism Planning – Methodologies and Case Studies*. Routledge. ISBN: 1-86152-579-6

10. EDUCATIONAL GUIDANCE, DIVERSITY & INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.