

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **POLÍTICA Y PLANIFICACIÓN ECONÓMICA DEL TURISMO**

Code: 101701

Degree/Master: **GRADO DE TURISMO**

Year: 3

Name of the module to which it belongs: ECONOMÍA DEL TURISMO

Field: ECONOMÍA DEL TURISMO

Character: OBLIGATORIA

Duration:

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: Moodle

### LECTURER INFORMATION

Name: LLAGAS GELO, FERNANDO (Coordinator)

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None

#### Recommendations

The contents of Public Tourism Law and the Structure of Tourism Markets should be reviewed.

## COURSE DESCRIPTION

### INTENDED LEARNING OUTCOMES

CB1  
CB2  
CB3  
CB4  
CB5  
CB6  
CB7  
CB8  
CE1  
CE3  
CE4  
CE11  
CE14  
CE20

### OBJECTIVES

Achieve an understanding of the public activities and politics about the tourism's economic planning, from different perspectives. That implies: planning, control activities, promotion and public services activities. This study will be carried out essentially considering the situation in Andalucía, with a historical perspective and evaluating the results that previous policies have produced in our environment. Likewise, general public economic policies at the national and international levels will be considered.

### CONTENT

#### 1. Theory contents

1. Economic public policies. Public intervention in the economy, in general and in the tourism sector in particular.
  - 1.1.- Public intervention in economic activity. Historical background of administrative intervention in the tourism sector.
  - 1.2.- Public Powers in tourism: the State, the Autonomous Regions and local Administration.
  - 1.3.- Fundamental economic freedoms in the EU. Free Competition in EU.
  - 1.4.- The "economic Constitution": private property and entrepreneurial freedom. Economic liberalization. The limits of budgetary power.
2. The public activity of tourism planning. The public activity of control and sanctioning in tourism activity.
  - 2.1.- The management and planning of tourism at the State level. National tourism plans.
  - 2.2.- The regulation of tourism in the 2011 Tourism Law of Andalusia. Basic concepts.
  - 2.3.- Tourism planning in the Andalusian Autonomous Community: planning instruments in the 2011 Tourism Law of Andalusia.
  - 2.4.- The activity of control of tourism activity. The public activity of certification. Administrative liberalization and simplification.
  - 2.5.- Intervention in the tourism sector through the exercise of sanctioning power.
3. The promotion of tourism activity.
  - 3.1.- Types of promotion measures. Tourism policy and regional development.



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- 3.2.- Public aids. Limitations from the EU Law.
- 3.3.- Powers and promotion activity: the spending power.
- 3.4.- The subsidies. Legal and economic regime.
- 4.- The administrative activity of Public Service.
- 4.1.- Origin of the public service. Economic Services of General Interest and Social Services of General Interest: impact on the tourism sector.
- 4.2.- The public services related to the tourist activity.
- 4.3.- The statement of public services. Guarantees of its provision.
- 4.4.- Public services management. Public services related to tourism: promotion, information, services.
- 4.5.- Public administration private business activity in the tourism sector: limits and manifestations.

### 2. Practical contents

Carrying out practical cases in those topics that allow it, essentially in topics 2 to 4.

## SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

No poverty  
 Zero hunger  
 Gender equality  
 Clean water and sanitation  
 Affordable and clean energy  
 Decent work and economic growth  
 Industry, innovation and infrastructure  
 Reduced inequalities  
 Sustainable cities and communities  
 Responsible consumption and production  
 Climate action  
 Life below water  
 Life on land  
 Peace, justice and strong institutions  
 Partnerships for the goals

## METHODOLOGY

### General clarifications on the methodology (optional)

None

### Methodological adaptations for part-time students and students with disabilities and special educational needs

Those required by the situation as long as it is compatible with the content and objectives of the subject.

### Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	4	15	19
<i>Lectures</i>	40	-	40



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Activity	Large group	Medium group	Total
<i>Tutorials</i>	1	-	1
<b><i>Total hours:</i></b>	<b><i>45</i></b>	<b><i>15</i></b>	<b><i>60</i></b>

## Off-site activities

Activity	Total
<i>Exercises</i>	40
<i>Self-study</i>	50
<b><i>Total hours</i></b>	<b><i>90</i></b>

## WORK MATERIALS FOR STUDENTS

Case studies  
 Lessons summary  
 Oral presentations  
 References

## EVALUATION

Intended learning	Case study/clinical case discussion/scientific work discussion	Document Analysis	Exams	Text commentary
<i>CB1</i>	X	X	X	X
<i>CB2</i>	X		X	
<i>CB3</i>	X	X	X	X
<i>CB4</i>	X			
<i>CB5</i>	X			
<i>CB6</i>	X	X	X	X
<i>CB7</i>	X			
<i>CB8</i>	X			
<i>CE1</i>	X	X	X	X
<i>CE11</i>	X	X	X	X
<i>CE14</i>	X	X	X	X
<i>CE20</i>	X	X	X	X
<i>CE3</i>	X	X	X	X

## COURSE DESCRIPTION

Intended learning	Case study/clinical case discussion/scientific work discussion	Document Analysis	Exams	Text commentary
CE4	X	X	X	X
<b>Total (100%)</b>	<b>10%</b>	<b>15%</b>	<b>60%</b>	<b>15%</b>
<b>Minimum grade</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

### Attendance will be assessed?:

No

### General clarifications on instruments for evaluation:

The practical part of the subject, generally developed in a medium group format, will be assessed through comments on texts and practical assumptions. 15% of the final mark will be assigned to the qualification of the part practice and 15% to participation in the issues that arise in the master classes. The validity period of the evaluation instruments will be until the September call.

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

There will be the greatest availability to the curricular adaptations that are necessary.

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

In the extraordinary calls, the practices carried out during the course are kept, not having to perform others. As for the extraordinary summons for the completion of studies, there will be a reconsideration of contents, attending to the essentials, previously agreed with the student.

### Qualifying criteria for obtaining honors:

*Active participation during the course, completion of activities, outstanding final exam that shows a high level of understanding.*

## BIBLIOGRAPHY

### 1. Basic Bibliography

LAGUNA DE PAZ, José Carlos. Derecho administrativo económico. Civitas, enero 2022.

MAGADÁN DÍAZ, Marta y RIVAS GARCÍA, Jesús. "Estructura, Economía y política Turística". Septem ediciones, 2012.

DEVINE, P.J. Democracy and Economic Planning (Aspects of Political Economy S.)1988.

MOORE, M.H. Creating Public Value: Strategic Management in Government, 1997

## COURSE DESCRIPTION

### 2. Further reading

None

## COORDINATION CRITERIA

Common learning outcomes

Joint activities: lectures, seminars, visits ...

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.