Tourism and Planning

Learning outcomes:
1. To know how to critically interpret world tourism growth
2. To explain global tourism flows and tourism development at a global regional scale
3. To understand different motivations of the contemporary tourist
4. To understand environment, social and cultural impacts of tourism
5. To analyse various tourist projects at a global scale
6. To identify links between tourist projects and local communities

Syllabus:
1. Tourism as a spatial, social, cultural and economic activity in 21st century
   1.1. The global scale
2. Analysis of the most important world tourism regions
3. The tourists: social and spatial implications
4. Tourism image and promotion
5. Cultural Tourism
6. Urban Tourism
7. Resort origin and development
8. Mass Tourism and Niche Tourism
9. Rural Tourism
10. Tourism and the Postcolonial. Tourism in Developing Countries

Teaching methodologies (including evaluation):
1. Lectures of theory content: explanatory style intermixed with the screening and discussion of some documentaries and texts; 2. Lectures of practical content: individual and group discussion focusing on a group project and fieldwork.

Evaluation of the theory component (50%):
1. Written individual exam.

Evaluation of the practical component (50%):
1. Group work throughout the semester (35%), with compulsory oral presentation (5%)
2. Fieldwork group essay (10%)

Bibliographic References: