

Academic Year: (2018 / 2019)

Review date: 08-05-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

This course aims to introduce students in programming and management of routes and tourist routes from an operational approach. To achieve this objective, the student must acquire certain knowledge, skills and attitudes.

As regards knowledge, at the end of the course the student will be able to:

- Know and understand the concept of the routes and the routes and their modalities.
- Know and apply the policies of tourist transport.
- Know and understand the basics of planning itineraries and routes.

In terms of specific skills, at the end of the course, students will be able to:

- Design in practice and sightseeing itineraries using an operational approach.
- Use the tools of qualitative methods to solve the issues associated with planning itineraries and routes.
- Identify potential sources of generation problems or proposed route itinerary.

In terms of general abilities or skills during the course work:

- The ability to make decisions.
- The ability to adapt to new situations.
- The ability to react appropriately to unexpected changes.

DESCRIPTION OF CONTENTS: PROGRAMME

This course will study and analyze the methods and the development of transport routes and the policies established in the tourist transport and examines the tools used in planning itineraries.

1. Routes, itineraries and transport: Trends and patterns.
2. Tourist transport policies.
3. Planning routes and itineraries I: Concepts and development plans.
4. Planning routes and itineraries II: Programming Concepts.
5. Planning routes and itineraries III: Notions of queuing theory and waiting times.

LEARNING ACTIVITIES AND METHODOLOGY

The powers of knowledge, specific skills and attitudes will be acquired by students through lectures, and the realization by the student to hand exercises.

The general abilities or skills will be worked on exercises to deliver.

The course will have the following development:

Students will receive two sets of teaching materials for the course:

- 1) Material Theory
- 2) Exercise Booklet

ASSESSMENT SYSTEM

The evaluation system (continuous) is as follows:

- The final exam will aim to test the degree to which the powers of knowledge and specific skills have been acquired by the student and will represent 60% of the final grade.
- Exercises to deliver work and examined the extent to which attitudes and generic skills have been acquired by the student and will involve 40% of the final grade.

According to the rules adopted in

The course coordinator will indicate in a clear and sufficiently detailed so as early in the course before its completion, both orally and in sheets and weekly planning, testing, standards and assessment systems, and the value percentage of continuous assessment and final exam (*) and if the mandatory final exam and note that the student must obtain a basis for establishing the minimum performance in the study in accordance with the provisions of section one (see own law at the University, May 2011).

(*) Exceptionally, in the case of a student for duly justified reasons has not completed all the tests of continuous assessment, the teacher may take appropriate measures to avoid prejudicing consider the qualifications of the same. Thus, in accordance with current regulations will allow students who are not in continuous assessment for duly justified reasons, final examination worth 60% of the subject.

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- María Isabel López-Fernández Diseño y planificación de itinerarios culturales, Boletín del Instituto Andaluz de Patrimonio Histórico, Número 60, 2006