

Management of tourist routes

Academic Year: (2020 / 2021)

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Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: MARIAS MARTINEZ, DANIEL

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It is not essential to have passed any subject, although those that are prior to this and compulsory in the Tourism study plan are advisable.

OBJECTIVES

In this section the competences associated with the subject are presented:

CG2: Know how to apply the technical and methodological knowledge related to tourism to your work in a professional way, integrating the knowledge acquired in the different disciplines studied, and possess the competencies that must be demonstrated through the preparation and defense of arguments and resolution of problems within its subject of study.

CE1: Understand the principles of tourism, its spatial, social, cultural, legal, political, labor and economic dimensions, and acquire a comprehensive vision of the tourist phenomenon.

CE2: Understand the dynamic and evolutionary nature of tourism and the new leisure society.

CE5: Acquire skills to analyze the interrelationships between the physical environment and human societies and their distribution on the Earth's surface; as well as to analyze and interpret the spaces, landscapes and cartography.

CE18: Identify, design and propose itineraries and other forms of tourism offer based on the use of significant cultural representations (literary routes, film tourism, nature trips, etc.).

CE19: Develop capacities to critically analyze the different travel modalities linked to tourism and its cultural representations (scientific, literary, artistic, cinematographic, advertising, etc.)

The learning outcomes are as follows:

LO1: Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and of the work methodology in the different disciplines of study in the tourism field with a depth that reaches the forefront of knowledge

LO2: Apply the knowledge acquired, the understanding of these and their abilities to solve complex and / or specialized problems in the professional field.

LO3: Have the ability to collect and interpret data and information on which to base their conclusions, including, when necessary and pertinent, reflection on matters of a social, scientific or ethical nature within the scope of their field of study.

LO4: Be able to cope in complex situations or that require the development of new solutions in both the academic and work or professional fields within their field of study.

DESCRIPTION OF CONTENTS: PROGRAMME

The contents of the subject are oriented to provide the precise tools for the design and execution of a tourist itinerary. On the one hand, the theoretical bases for the correct elaboration of a tourist route or itinerary are provided:

- Essential concepts about routes, roads and tourist itineraries.
- Analysis of itineraries and routes.
- Methodology and tools for the design and programming of tourist itineraries.
- Assistance and guide of tourist groups.

In addition, the subject has a double practical dimension, which will be specified in:

- The preparation by students of an original tourist itinerary.
- Carrying out an excursion lasting several days (or, if this is not possible, several visits of shorter duration) to familiarize themselves with spaces and tourist itineraries of diverse nature (urban, rural and natural) and which serve to put into practice the previous work done by the students.
- The analysis of the activity carried out in the two previous points, so that the positive and negative aspects of the activity can be identified.

LEARNING ACTIVITIES AND METHODOLOGY

Con la "nueva normalidad" la asignatura serán bimodales, alternando sesiones de docencia en línea sincrónica, con sesiones presenciales en la universidad.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

Continuous assessment: 50%

¿ Class participation 10%

¿ Works of the subject 25%

¿ Itinerary 50% of the work delivered (document in pdf or word, presentation in ppt and triptych or brochure of the itinerary)

¿ Presentation and defense of itineraries in the corresponding online class 10%

¿ Participation in the turns of requests and questions of the different itineraries defended by the rest of colleagues 5%

Final evaluation: 50%

¿ Itinerary delivered work (document; presentation and brochure)

BASIC BIBLIOGRAPHY

- Navalón-García, Rosario Diseño y gestión de rutas culturales: de la teoría a la práctica, En Escenarios, imaginarios y gestión del patrimonio. Universitat d'Alacant, 2014 pp. 207-217