

Collaborative Tourism Strategies

Academic Year: (2022 / 2023)

Review date: 06-05-2022

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

Tourism and collaborative economy: opportunities and challenges
Collaborative economy: alternatives to traditional consumption
New tourist experiences
Types of collaborative tourism activities
Communication platforms for collaborative tourism applications

LEARNING ACTIVITIES AND METHODOLOGY

Lectures, practical sessions, discussion of case studies, team projects

ASSESSMENT SYSTEM

Final exam: 50% of the final grade (a minimum grade of 4 in the exam is required in order to pass the course).
Continuous evaluation: final project development and resolution and discussion of case studies

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

- Dredge, Dianne, Gyimóthy, Szilvia (eds) Collaborative Economy and Tourism, Springer, 2017

ADDITIONAL BIBLIOGRAPHY

- Brown, B., Chalmers, M. and MacColl, I Exploring tourism as a collaborative activity, Glasgow University, 2012