

Academic Year: (2023 / 2024)

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

Coordinating teacher: FIDALGO GARCIA, PABLO

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

This is a specialization course in which the analysis of the territory and natural and cultural resources of the Community of Madrid is proposed from a geotouristic perspective.

The course will be divided into four blocks:

- 1) Historical-geographical keys of the Madrid territory. A preliminary presentation of the region will be made, focusing on those keys that explain its current configuration and determine the existence in it of certain natural and cultural heritage values.
- 2) Main elements of the natural and cultural heritage. A detailed presentation of the most significant elements of the natural and cultural heritage will be made.
- 3) Tourist activity in the Community of Madrid. Tourism will be characterized at the autonomous level in its most basic features, influencing capital aspects such as the different existing modalities, the weight of tourism in the Madrid economy, and the actions of institutions and agents.
- 4) The tourist areas of Madrid. Various proposals for the division of the Madrid territory will be presented, and from one of them it will be decided to synthetically analyze the characteristics of its tourist offer and demand linked to heritage.

LEARNING ACTIVITIES AND METHODOLOGY

The teaching methodology will include:

Theoretical classes. The first session will be dedicated to the general presentation of the content of the subject and to the explanations of the method and the teaching organization. The rest of the theoretical sessions will be dedicated to the presentation and development of the minimum content that students must learn.

Readings and analysis of texts. As an accompaniment to the theoretical classes, the reading and analysis of various texts that allow students to deepen the topics explained will be proposed.

Practical exercises. After a previous explanation by the teacher about its execution, they will be carried out throughout the course in order to complement and support the knowledge of the theoretical contents with their practical application. They will have a varied character in terms of the type and format of materials used, with different objectives and different techniques and production procedures.

Team work. Students will have to form groups to carry out a collective work that deepens into issues related to the last points of the program. Although topics and scripts with objectives and resources will be offered, students can choose and guide their work based on their preferences or interests. The final result will be exposed and discussed publicly in the last sessions of the course.

Fieldworks. Two or three field works will be carried out during the course, focused on the recognition of different places in order to analyze the components of the natural and cultural heritage, detect their tourist potential and evaluate the policies undertaken to enhance their value. The field work requires the active participation of the students materialized in the elaboration of an individual Report for each one of them.

Tutorials. The individual tutorials will be oriented towards the follow-up of the acquisition of the knowledge of the program, the detection of problems, orientation in the theoretical and practical work and as one more factor of the continuous evaluation.

In the collective tutorials, problems and doubts related to group work will be resolved, reflecting among all about the contents, their organization, the sources, the graphic material, and the scheme for their public presentation. A part of the work carried out may be delivered through the network.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	30
% of continuous assessment (assignments, laboratory, practicals...):	70

The evaluation will be carried out considering the following issues:

- Attendance, participation and execution of comments of text and exercises in classes 10%
- Assistance to field work and preparation of corresponding reports 20%
- Realization and exposure of group work: 40%.
- Theoretical-practical written test by means of which the student will be evaluated in relation to the contents of the developed program: 30%.