

Academic Year: ( 2023 / 2024 )

Review date: 03/05/2023 11:04:22

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

Coordinating teacher: GARCIA FERNANDEZ, MIGUEL ANGEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

### Competences

Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

That students know how to apply the knowledge acquired and their ability to solving problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

That students are able to integrate knowledge and face the complexity of making judgments from information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

That students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

That students possess the learning skills that allow them to continue studying.

Analyze the different indicators that allow to know the relevance of Spanish tourism in the world.

Interpret the ways to promote the growth of the national, regional and local tourist offer, starting from cultural and natural resources.

That students interpret the keys to territorial balance, and the cultural integration of marginalized areas.

Identify the tourist fabric as the integration of natural and cultural assets, establishing relationships of commitment and balance between both realities.

Apply the capacity for teamwork on issues related to cultural and natural heritage.

Properly manage the use of innovative concepts linked to tourism management.

Define a work methodology, from field work to the interpretation and publication of results in the field of tourism resources management.

Evaluate the strategic role of tourism for the economic development of peoples and the enhancement and active conservation of natural and cultural resources.

Analyze the sources of information for the analysis of tourist spaces and activities.

Train to interpret social and cultural diversity.

Value the critical spirit for a permanent improvement of the tourism product, taking the initiative in the renewal and permanent updating of the offers.

Apply the economic, legal, social and political variables involved in tourism, for the promotion of goods of cultural and natural interest.

Acquire knowledge to respond to new challenges of tourism entrepreneurship.

Demonstrate knowledge in tourism.

## LEARNING RESULTS

Provide students with the knowledge to establish a rigorous and professional process of creation and management of brands, to later, apply these concepts to the creation of a destination brand and / or resource in the tourism field.

## DESCRIPTION OF CONTENTS: PROGRAMME

Tourism intermediation is understood as the economic activity of those who are commercially engaged in mediation in the sale and organization of tourist services, being able to use their own means (physical and computerized in their provision).

1. Traditional travel agencies: wholesalers and retailers.
2. Innovative travel agencies or "online".
3. New individual and non-business proposals in intermediation.
4. Self-employment in intermediation
5. Other models of tourist intermediation

## ASSESSMENT SYSTEM

|   |     |
|---|-----|
| <b>% end-of-term-examination/test:</b>                                      | 0   |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 100 |

Class practices and memoirs of the different conferences, as well as participation in the classes and discussions that are generated in the conferences.

The evaluation in the extraordinary call is carried out by means of an exam with a weight of 100%.

## BASIC BIBLIOGRAPHY

- Albert Piñole, Isabel: Gestión de la intermediación turística, Planeta UOC, 2004
- Esteban Alberdi, Cristina Empresas de intermediación turística y nuevas tecnologías [Texto impreso] : estudio de calidad del segmento minorista para viajes de ocio, Vision Net, 2006
- González González, Yolanda: Dirección de entidades de intermediación turística. , Síntesis, 2013