

## Collaborative Tourism Strategies

Academic Year: ( 2023 / 2024 )

Review date: 18-04-2023

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

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