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Academic Year: ( 2024 / 2025 )

Review date: 07-05-2024

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

Coordinating teacher: GARCIA FERNANDEZ, MIGUEL ANGEL

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

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## 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.

Promote spaces for different types of tourism and tourists, with emphasis, in particular, on cultural and environmental aspects through paths of discovery and integration.

Train to interpret social and cultural diversity.

Identify specific tools to develop tourism activities and products based on environmental and cultural resources without jeopardizing the conservation of resources and the sustainability of tourism activity.

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.

Decide on the planning of tourist spaces.

Evaluate the appropriate resources to promote a space or a certain cultural asset.

Analyze states of conservation and quality of cultural goods linked to the tourist world.

Demonstrate knowledge in tourism.

Identify problems and potentialities of tourist resources and spaces.

Write diagnoses and strategies for territories and tourist destinations.

## RESULT OF LEARNING

This subject will provide students with the necessary knowledge to value the resources of a territory from a tourist perspective. Once their studies have been completed, they must be trained for the territorial recognition of a space, detect its tourist potential, as well as design instruments for locating, planning, managing, communicating and disseminating natural resources through proposals for offers of different cultural and natural tourism products, as well as for the management and tourist conservation of the same

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Environmental tourism and sustainability. Latest trends.
2. Resources and tourist destinations within the framework of sustainability.
3. Public participation and tourism.
4. Planning of tourist spaces.
5. Host capacity as a key element of the sustainable management of a territory.
6. The environmental, sociocultural and territorial impacts of tourism.

## LEARNING ACTIVITIES AND METHODOLOGY

### FORMATIVE ACTIVITIES

Theoretical classes

Practical classes

Tutorin

Group individual student work

### DOCENTES TEACHING CLASS

Exhibitions with computer and audiovisual media support, in which the main concepts of the subject are developed and the bibliography is provided to complement the learning of students.

Critical reading of texts recommended by the subject teacher: Press articles, reports, manuals and/or academic articles, either for further discussion in class, or to expand and consolidate the subject's knowledge.

Resolution of case studies, problems, etc. raised by the teacher individually or in group.

Exhibition and discussion in class, under the moderation of the teacher of topics related to the content

of the subject, as well as case studies.

Preparation of work and reports individually or in group.

Field visit.

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

Final exam of the subject. 60% of the grade.

Practices and readings defined during the course. 40%

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