

## Management of tourist routes

Academic Year: ( 2024 / 2025 )

Review date: 31-03-2024

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

Coordinating teacher: GARCIA FERNANDEZ, MIGUEL ANGEL

Type: Electives ECTS Credits : 3.0

Year : Semester :

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It is not essential to have passed any subject, although those that are prior to this and compulsory in the Tourism study plan are advisable.

## OBJECTIVES

The aim of the course is for students to be able to create and plan itineraries and tourist routes by creating a complete package trip (from design to execution, including the preventive budget).

## DESCRIPTION OF CONTENTS: PROGRAMME

The contents of the subject are oriented to provide the precise tools for the design and execution of a tourist itinerary. On the one hand, the theoretical bases for the correct elaboration of a tourist route or itinerary are provided:

- Essential concepts about routes, roads and tourist itineraries.
- Analysis of itineraries and routes.
- Methodology and tools for the design and programming of tourist itineraries.
- Assistance and guide of tourist groups.

In addition, the subject has a double practical dimension, which will be specified in:

- The preparation by students of an original tourist itinerary.
- Carrying out an excursion lasting several days (or, if this is not possible, several visits of shorter duration) to familiarize themselves with spaces and tourist itineraries of diverse nature (urban, rural and natural) and which serve to put into practice the previous work done by the students.
- The analysis of the activity carried out in the two previous points, so that the positive and negative aspects of the activity can be identified.

## LEARNING ACTIVITIES AND METHODOLOGY

The training activities will include:

- Master classes focused on the essential theoretical contents of the subject
- Practical classes in the classroom in relation to certain techniques, sources and indispensable tools in the programming of tourist itineraries (handling and commenting on sources of geotouristic, verbal, quotes, cartographic or audiovisual information; analysis and design of tourist brochures; exhibition techniques oral and written associated with the tourist explanation, etc.)
- Preparation of a work throughout the course consisting of the design of an original tourist itinerary
- development of field work, consisting of either an excursion (2 to 4 days) guided by the teacher responsible for the subject, or, in the case of students who cannot attend for justified reasons, through alternative individual visits . The field work will aim to visualize significant and diverse tourist spaces and itineraries on the spot, as well as to apply the basic elements of the group scheduling, assistance and guidance process. It will involve the elaboration of an individual memory by the students.

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#### ASSESSMENT SYSTEM

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

Continuous assessment: 50%

- Class participation 10%
- Works of the subject 25%
- Itinerary 50% of the work delivered (document in pdf or word, presentation in ppt and triptych or brochure of the itinerary)
- Presentation and defense of itineraries in the corresponding online class 10%
- Participation in the turns of requests and questions of the different itineraries defended by the rest of colleagues 5%

Final evaluation: 50%

- Itinerary delivered work (document; presentation and brochure)

#### BASIC BIBLIOGRAPHY

- Navalón-García, Rosario Diseño y gestión de rutas culturales: de la teoría a la práctica, En Escenarios, imaginarios y gestión del patrimonio. Universitat d'Alacant, 2014 pp. 207-217