

Academic Year: (2024 / 2025)

Review date: 18-04-2024

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

Coordinating teacher: POVEDANO MARRUGAT, ELISA MARIA

Type: Master Final Project ECTS Credits : 6.0

Year : 1 Semester : 0

OBJECTIVES

COMPETENCIES

To possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context.

Students must be able to integrate knowledge and face the complexity of formulating judgements based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgements.

Students must be able to communicate their conclusions and the knowledge and ultimate reasons that support them to specialised and non-specialised audiences in a clear and unambiguous manner.

Analyse the different indicators that make it possible to understand the relevance of Spanish tourism in the world. Interpret the ways of promoting the growth of the national, regional and local tourist offer, based on cultural and natural resources.

For students to interpret the keys to territorial balance and the cultural integration of marginalised areas.

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

Define a working methodology, from fieldwork to the interpretation and publication of the results in the field of tourism resource management.

villages and the active enhancement and conservation of natural and cultural resources.

Analyse sources of information for the analysis of tourism spaces and activities.

Promote spaces for different types of tourism and tourists, with particular emphasis 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 jeopardising the conservation of resources and the sustainability of tourism activity.

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

Apply the economic, legal, social and political variables that intervene in tourism in order to promote assets of cultural and natural interest.

Acquire knowledge to respond to new challenges in tourism entrepreneurship.

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

Analyse the state of conservation and quality of cultural assets linked to the world of tourism.

Demonstrate knowledge in the field of tourism.

Identify problems and potential of tourist resources and spaces.

Drawing up diagnoses and strategies for territories and tourist destinations.

Drawing up catalogues of assets of natural and ethnographic interest.

Drawing up catalogues of assets of historical, artistic, archaeological and industrial interest.

Assess the strengths and weaknesses of cultural and natural tourism products in order to be able to carry out better work from the point of view of sustainability and resource management.

LEARNING OUTCOMES

Students apply the knowledge acquired during their stay on the master's degree to a topic of their choice as an object of study under the guidance of a tutor.

DESCRIPTION OF CONTENTS: PROGRAMME

Each student will write a paper on a topic of study, which will culminate the Master's studies. This work will involve original and unpublished research on topics related to cultural and natural tourism and its management, which will be supervised by a lecturer and will end with a public defence before a panel of judges. With this work, students will demonstrate their knowledge of analytical techniques related to the world of cultural and natural tourism.

In this work, correctly written and presented, the student will demonstrate, through the use, their knowledge of the techniques of analysis and description that correspond to the chosen speciality, the mastery of the bibliography, the use of sources and their application, where appropriate, to specific examples, all from original approaches or with original results.

The Master's thesis will be prepared individually and will be defended in public in front of an examining board, individually and in person.

LEARNING ACTIVITIES AND METHODOLOGY

TRAINING ACTIVITIES

AF5

Tutorials (10h)

AF7

Individual student work (140h)

The blended learning modality will establish an online and face-to-face assistance to the student (AF5) in this subject so that the individual work of the student (AF7) can be carried out in the same conditions as the face-to-face student.

TEACHING METHODOLOGIES

Critical reading of texts recommended by the subject teacher:

Press articles, reports, manuals and/or academic articles, either for subsequent discussion in class or to expand and consolidate knowledge of the subject.

Resolution of practical cases, problems, etc., posed by the teacher individually or in groups.

Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases.

Preparation of individual or group work and reports.

Specific TFM regulations:

http://www.uc3m.es/ss/Satellite?blobcol=urldata&blobheader=application%2Fpdf&blobheadertype1=Content-Disposition&blobheadertype2=Cache-Control&blobheadertypevalue1=attachment%3B+filename%3D%22NORMA_TFM_RECURSOS_TURISTICOS.pdf%22&blobheadertypevalue2=private&blobkey=id&blobtable=MungoBlobs&blobwhere=1371547510616&ssbinary=true

ASSESSMENT SYSTEM

The preparation and presentation of a paper with original content in a public event and with an examining board will be assessed.

The University uses the Turnitin Feedback Studio program within the Aula Global for the delivery of student work. This program compares the originality of the work delivered by each student with millions of electronic resources and detects those parts of the text that are copied and pasted. If the student has correctly made the appointment and the bibliographic reference of the documents he uses as a source, Turnitin will not mark it as plagiarism.