



Universidad
Carlos III de Madrid

NAME OF THE COURSE: Management of itineraries and touristic routes

BACHELOR : Tourism

YEAR: 4

SEMESTER:1

| WEEK | SESSION | DESCRIPTION OF THE SESSION | INDICATE IF A DIFFERENT SPACE IS NECESSARY (COMPUTER ROOM, MULTIMEDIA, ETC) | STUDENT'S WORK DURING THE WEEK | | |
|------|---------|--|---|---|------------------|---------------------------|
| | | | | DESCRIPTION | PRESENTIAL HOURS | WORK HOURS Week – Max 7 H |
| 1 | 1 | Presentation of the subject. Creating teams, distribution of guidelines for developing computer presentations and organize material for the study of the subject | | Gathering documentation and exercise of group organization teamwork, selection of reference company to work with simulated along the course. | 1,5 | 7 |
| 1 | 2 | Routes, itineraries and transport: Evolution and modalities. | | Preparation Introduction related to the management of routes, its basic concepts, challenges for the XXI century and solve major weaknesses content | 1,5 | |
| 2 | 3 | Routes, itineraries and transport: Evolution and modalities. | | Practices Group to develop routes and itineraries. Consultation web pages, reading blogs, etc. | 1,5 | 7 |
| 2 | 4 | Routes, itineraries and transport: Evolution and modalities. | | Performing numerical exercises, practice simulation, calculation of time, cost, service levels and customer | 1,5 | |
| 3 | 5 | Tourist transport policies. | | Preparing basic agenda: European transport standards, characteristics of different sectors, leading companies in the world | 1,5 | 7 |

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| 3 | 6 | Tourist transport policies. | | Presentation of group work describing companies, customers and regulatory framework | 1,5 | |
| 4 | 7 | Planning routes and itineraries I: Concepts and making plans. | | Theoretical Foundations of routes Design: limitations, objectives, available tools, etc. | 1,5 | 7 |
| 4 | 8 | Planning routes and itineraries I: Concepts and making plans. | | Work experience in group: simulation routes and itineraries Multiple choice tests | 1,5 | |
| 5 | 9 | Planning routes and itineraries II: Concepts of programming. | | Work experience with the help of communication technologies | 1,5 | 7 |
| 5 | 10 | Planning routes and itineraries II: Concepts of programming. | | Basics of programming and presentation of mathematical tools for management | 1,5 | |
| 6 | 11 | Planning routes and itineraries II: Concepts of programming. | | Practical exercises to perform in group simulating real cases Multiple choice test | 1,5 | 7 |
| 6 | 12 | Planning routes and itineraries III: Concepts of queuing theory and waiting times. | | Introduction to queuing theory, theoretical foundations Scheduled visit to transactions subject to the effects of queuing theory | 1,5 | |
| 7 | 13 | Planning routes and itineraries III: Concepts of queuing theory and waiting times. | | Group practices for modeling processes subjected to queuing theory | 1,5 | 7 |
| 7 | 14 | Planning routes and itineraries III: Concepts of queuing theory and waiting times. | | Group practices for modeling processes subjected to queuing theory | 1,5 | |
| 21 + 49 = 70 | | | | | | |
| 15 | | Recoveries, tutoring, job submission, etc | | | | |
| 16-18 | | Preparation of evaluation and evaluation | | | 3 | |
| 75 | | | | | | |