

29140 - Internal Tourism

Información del Plan Docente

Academic Year	2017/18
Faculty / School	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

Methodology

- Participatory class
- Individual activities
- Teamwork
- Visits to heritage resources.
- Case studies

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- Expert Talks
- Practical assignments
- Exam.

5.2.Learning tasks

The program that is offered to student will help him to achieve the expected results includes the following activities ...

Activities

- Classroom teaching, presentation of individual and group work.
- Tutorship.
- Workshop.

- Theoretical / practical work.
- Exam.

5.3.Syllabus

Breakdown of contents

LESSON 1: The society of leisure and consumption in the current development model. Town and country: the new forms of

mobility and social reorganization of rural and urban space.

LESSON 2: The challenge of compatibility between tourism and sustainability. Types and tourism products in the urban and rural spaces.

LESSON 3: The social partners involved. Key to the development and promotion of interior tourist destinations.

LESSON 4: Cultural Agenda 21.

LESSON 5: The dynamic tourism territories.

LESSON 6: Examples of good practice.

5.4.Course planning and calendar

Calendar

It is set by the teacher at the beginning of course both in classes and in the moodle platform.

5.5.Bibliography and recommended resources

BB	Los turismos de interior : el retorno a la tradición viajera / coordinador Manuel Valenzuela Rubio Madrid : Universidad Autónoma de Madrid, 1997
BB	Melgosa Arcos, Francisco J. (coord.). Turismos de interior: planificación, comercialización y experiencia. - 2013 Madrid: Pirámide
BB	Rivas García, Jesús. Planificación turística y desarrollo sostenible / Jesús Rivas García, Marta Magadán Díaz Oviedo : Septem, 2007
BC	Desarrollo sostenible y turismo rural /

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- coordinador, Enrique Sáez Olivito Huesca :
Diputación Provincial de Huesca, D.L.
2005
- BC** El turismo rural : estructura económica y
configuración territorial en España / Juan
Ignacio Pulido Fernández (coord.) Madrid :
Síntesis, 2008
- BC** Gestión del turismo cultural y de ciudad /
coordinadores, Miguel Ángel Gómez Borja,
Juan Antonio Mondéjar Jiménez, Claudia
Sevilla Sevilla Cuenca : Ediciones de la
Universidad de Castilla-La Mancha, 2005
- BC** Ivars, Josep A.. Planificación turística de
los espacios regionales en España / Josep
A. Ivars Madrid : Síntesis, 2003
- BC** Marién André...[et. al.] . Casos de turismo
cultural : de la planificación estratégica a la
gestión del producto . Barcelona : Ariel,
2004
- BC** Turismo cultural : El patrimonio histórico
como fuente de riqueza / Coordinador Luis
Cesar Herrero Prieto Valladolid :
Fundación del Patrimonio histórico de
Castilla y León, D.L. 2000
- BC** Turismo cultural y ambiental / Xulio X.
Pardellas, (dir.) Vigo : Servicio de
Publicacións, Universidade, D.L. 200
- BC** Turismo de interior en áreas fronterizas :
recursos e ofertas / director, Xulio
Pardellas de Blas Vigo : Servizo de
Publicacións, Universidade de Vigo, D.L.
2007
- BC** Turismo rural y desarrollo local /
coordinador, Francisco Cebrián Abellán
Cuenca : Servicio de Publicaciones de la
Universidad de Castilla-La Mancha ;
Sevilla : Universidad de Sevilla, 2008