

61949 - Snow and Mountain Tourism

Syllabus Information

Academic year: 2024/25

Subject: 61949 - Snow and Mountain Tourism

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The objective of this subject is to make the student aware of the specificities of the tourism product that is developed in rural and mountain areas; also, to deep into the characteristics of its components, analyzing the impacts that its implementation has had in the territory, in its human, economic and physical environment. The aim is to raise awareness of the fragility of tourist activity in these spaces, its high seasonality, and the problems of its future development, given its high dependence on the climate factor.

The approaches of this subject are oriented towards the achievement of SDGs 4, 8, 9, 12 and 13.

2. Learning results

- 1.- To understand the mountain tourist destination as a system.
- 2.- To know the trends and dynamics of the tourist markets in mountain areas and snow tourism products.
- 3.- To diagnose needs and opportunities and identify the potential, threats and impacts of mountain tourism activities and destinations .
- 4.- To understand the principles of sustainable tourism management in mountain areas .
- 5.- To know ways to plan and manage tourist activities and mountain destinations .

3. Syllabus

Topic 1. Basic concepts and tourism modalities applied to mountain areas.

Topic 2. Tourism in mountain areas: factors.

Topic 3. Ski and snow tourism: development and impacts.

Topic 4. The effects of climate change on skiing and its adaptation.

Topic 5. Planning of territorial tourism development in rural and mountain areas.

4. Academic activities

Theoretical classes: presentation and explanation of the basic concepts and ideas of the subject. They will be theoretical-conceptual master classes in which audiovisual material will be used (power-point presentations and use of the Internet), including case studies based on work with technical, audiovisual and graphic documentation. Student participation will be encouraged to debate the most important content analyzed in each session.

Practical classes: students will carry out different practices to analyze and reflect on what is covered about the contents of the subject; this will include readings of magazine articles, news articles and other specialized materials. This work will be delivered and could also be analyzed, presented and discussed in the classroom, either individually or in groups.

Tutorials: Tutorials will be on demand and will be aimed at resolving doubts related to the theoretical and practical contents of the program, and with the supervision of the deliveries.

5. Assessment system

1.- Continuous assessment:

A written theoretical exam will be carried out (50% of the final grade) to evaluate the learning of the theoretical contents of the subject; 75% of the grade for this exam will come from multiple choice questions and other 25% will be obtained from short questions to write.

The other 50% of the final grade for the subject will correspond to the practices, which will be carried out and delivered throughout the class weeks and will be presented orally in the classroom.

2.- Global test:

The student who does not opt for continuous evaluation or who does not pass it and wants to improve his or her grade will have the right to take the global evaluation; this will consist of a theoretical written exam (50% of the final grade), taken on the indicated dates in the calendar approved by the Faculty; 75% of the grade for that exam will be from multiple choice questions (test) and the other 25% will be obtained from short questions to write.

The other 50% of the final grade will be obtained from completing the practices, delivered before the day of the final global evaluation.

The contents and their justification, the methodology used, the structure, the organization, the presentation, the linguistic and grammatical correctness, the expository order, the use and reference of bibliography and the clarity of the exposition, will be considered as criteria for the evaluation of the students.

6. Sustainable Development Goals

- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure
- 11 - Sustainable Cities and Communities