



Code - Subject		54 0039 – Fundamentals and characteristics of urban destinations			
Type	Elective	Credits	9 ECTS		
Subject	Cultural tourism				
Subject Manager					
In person	63 hours	Addressed	87 hours	Autonomous	75 hours

BRIEF DESCRIPTION

The subject Fundamentals and characteristics of urban tourism identifies, places and assesses the tourist practices that are developed in current destinations and, more specifically, those of an urban nature due to the ease of extrapolation to other environments. Its main objective is to reveal the keys to the recent rise and development of urban tourism, as well as the management problems derived from its rapid growth. Specifically, the characteristics that define these tourist spaces are analyzed, as well as their social and identity imagery, the components that make them competitive, as well as the profiles of the new demand that is expected after the profound changes in tourism as a result of recent trends.

In short, it is about knowing and evaluating the new factors and elements that make up current tourist destinations from the perspective of their sustainable management. To do so, the existing resources and products, the available infrastructures and the actors that play a leading role in the development and management of tourism in urban spaces will be assessed.

LEARNING OUTCOMES

The learning process designed for this subject allows the achievement of the following Subject Learning Outcomes:

M06C3- Examine tourism as a global phenomenon that encompasses different types of settings and territories.

They also contribute to the achievement of the following Degree Learning Outcomes: *TC04, TH02, TH03, TH04, TH08, TS01, TS02, TS06*. All of them can be consulted at [the following link](#).

THEMATIC CONTENTS

1. Human curiosity as an incentive to travel
2. Territory and tourism, an inseparable binomial
3. Types of tourist spaces
4. The city as a generator of tourist experiences



- 4.1. Conceptual bases of urban tourism
- 4.2. Urban tourism typologies
- 4.3. New demand. Typologies, profiles, trends and behaviours.
5. Characteristics of urban spaces
 - 5.1. Zoning of tourist areas
 - 5.2. The internal scale. Accessibility and mobility
6. The right to the city in the new urban agenda

LEARNING METHODOLOGIES

The course will be based on face-to-face work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies are carried out that contribute to contextualizing the concepts covered in each topic. The active participation of the students will be essential for following the course.

The course is taught by a team of professors and professionals who are experts in the creation and management of the development process of sustainable and quality tourism services and products. The methodology used has the main function of dynamizing the training process, guaranteeing optimal monitoring and use of the course for future applications.

Additionally, trips outside the CETT are planned as part of field work and reinforcement of learning.

EVALUATION SYSTEM

The evaluation system measures the student's learning process taking into account the learning outcomes and the content of each subject.

Students can choose between continuous assessment or single assessment:

Continuous Assessment : The teaching-learning process is assessed through continuous monitoring of the activities carried out by students during the semester and a final individual assessment. Students must attend at least 80% of classes to be assessed through continuous assessment.

Single Assessment : Students who cannot attend class regularly may choose to be assessed through the single assessment. The teaching-learning process is evaluated through the evaluation of all activities and a final individual test.

To take advantage of this modality, you must apply through the evaluation section of the Virtual Campus within the first 15 days from the start of the course.

The planning of the assessment activities will be public for students from the start date of the course.



Activities	Type	Continued	Unique	Delivery week ¹
Activity 1: (individual): Write a review in relation to the urban tourist destinations selected in the classroom and apply the knowledge acquired within the framework of the subject sessions.	Individual	60%	40%	2nd week
Activity 2 (individual): Determine the main tourist icons of the selected destination city based on criteria defined in the subject.	Individual	40%	60%	4th week
Final Exam	Individual	40%	60%	Exam week

In order to pass the course, it is essential to have obtained a minimum final grade of “5”, provided that the student has completed the individual test/s or assignment/s established in the course. This test/s or final assignment/s must be graded with a minimum of “4” in order to calculate the average of all the assessment activities carried out during the course.

Review and Reassessment of the Subject

The student has the right to review all assessment evidence that has been designed to evaluate his or her learning.

If the student fails to achieve the learning objectives of the subject, in order to be eligible for a re-evaluation of the subject it is essential to have obtained a final grade of the subject between "4-4.9", and to have taken the individual final test/s of the course.

The re-evaluation process will only involve modification of the final grade record if the new assessment test is passed and, in any case, the maximum grade will be “5”. This grade will be averaged with the rest of the grades from the assessment activities that the student has completed during the corresponding academic period, taking into account the percentages established in each subject, configuring the final grade for the subject.

COPYING AND PLAGIARISM

Without prejudice to any other matters that may be considered appropriate and in accordance with the current academic discipline regulations, any irregularities committed by a student that may give rise to a change in the grade will be assessed with a grade of zero (0). Assessment activities classified in this way and by this procedure will not be recoverable.

¹The delivery week is an estimate that is subject to changes that may arise as a result of possible modifications in the planning or circumstances of the study plan.



These irregularities include, among others:

- The total or partial copy of a practice, report or any other assessment activity.
- Allowing others to copy the exam/assignment.
- Presenting group work that has not been completely completed by the group members.
- Present as your own those materials prepared by a third party, even if they are translations or adaptations, and in general, works with elements that are not original and exclusive to the student.**
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during individual theoretical-practical assessment tests (exams).

** Artificial intelligence is considered a third-party creation

SOURCES OF INFORMATION

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