

Code - Course	062215 – Tourism and Mobility		
Thematic Area	Bases of tourism knowledge	Year	Second
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

Tourism is a socio-economic activity closely related to mobility; tourism always involves mobility. However, mobility is not exclusive of tourism.

In this subject students analyze the different sectorial aspects of mobility and transport of passengers and goods from a global multidisciplinary point of view, placing particular emphasis on the main issues that affect the creation and consumption of mobility-related tourism products and services.

Actually the current tourism system cannot be conceived without an adequate management of tourism mobility planned ahead. The future of tourism and its stakeholders, whether public or private, undoubtedly will depend on the proper management of tourism mobility. Therefore, the subject of *Tourism Mobility* is fundamental to enable the future tourism graduates to respond -in their role of tourism managers- to the challenges posed by tourism.

For this reason, *Tourism Mobility* deals with such aspects as globalization, localization, governance, consumption or environmental sustainability. It offers an innovative, integrative approach to the discipline considering the economic, legal, political, social and environmental fields.

In order to achieve this, the learning process will allow the students to identify the role of all the stakeholders participating in the tourism activity of a destination and to analyze subjects like: mobility and its interactions, territorial planning and infrastructure design, intermodality and major infrastructures, logistics and transport, safety and transport, environmental management of mobility as well as design and competitive strategies for the improvement of mobility in the tourism system.

GENERAL SKILLS

GS03-Have initiative and an entrepreneurial spirit.

GS05- Teamwork.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

GS09- Work in an international context

SPECIFIC SKILLS

SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact

SS11- Manage tourist accessibility and mobility.

ACADEMIC CONTENTS

1. Mobility, transport and tourism.
2. Mobility planning.
3. Intermodality and infrastructures.
4. International mobility.
5. Local and proximity mobility.
6. Urban mobility.
7. Tourism destinations and mobility.
8. Factors determining mobility.

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine an array of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Explanatory lessons
- Guided discussions
- Practical exercises
- Case studies
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Resolution of practical exercises		
Attendance and participation	60 %	---
Participation in classroom and virtual campus discussions		
Projects delivered by the student	40 %	60 %
Individual Written Final Exam	---	40%

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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