

Code - Course	064518 –Urban tourism and Local Administration		
Thematic Area	Tourism destination planning and management	Year	Third / Fourth
Course Type	Optional (tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

In the last few years one of the tourism modalities that has experienced a larger growth is urban tourism. Cities boast great dynamism with a wide range of attractions and an accurate offer of activities and events that turn them into leading destinations. One of a city's main assets from the tourism point of view is its outstanding historical and monumental heritage, which justifies their use for tourism purposes. Besides, the urban experience is constantly enhanced by the creativity it generates and by the complexity of the experiences that a city can offer its visitors.

On the other hand, the local administration plays a more direct role in tourism competitiveness due to its nearness and also because it manages directly the basic services needed by the tourism activities.

Today the tourism sector has a deep impact on the endogenous development of most municipalities and territories, which have seen in tourism and in adding value to their heritage resources an alternative to improve their economic activity and to create employment opportunities. Tourism can then be regarded as a source of wealth for the municipality but it may cause impacts which may contribute to deterioration of the sites and a loss of quality of the tourism offer in the long term.

Therefore it is necessary to properly manage tourism activities from the local entities, undertaking tourism policy actions which lead to development with a sustained and sustainable growth over time. For this reason it is essential to know the instruments available for the local administrations to successfully cope with this task and to learn how to work in coordination with the rest of administrations and the private sector in order to obtain maximum benefit from tourism policies adopted at local level.

The subject *Urban Tourism and Local Management* provides a description of this type of tourism examining the conditions and characteristics of its location; it analyzes the promotion strategies, the impacts caused by tourism as well as the organizations in charge of urban tourism planning and management.

This course is taught in English.

Key words: urban tourism, local administration, tourism policy, resource planning and management, local development

GENERAL SKILLS

GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability

GS03- Have initiative and an entrepreneurial spirit.

GS05- Teamwork.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS09- Understand and use information technology and information management systems in tourism

SS10- Market tourism products, services, and projects

SS13- Manage tourism spaces and destinations.

ACADEMIC CONTENTS

1. Urban tourism.
2. Local tourism management in Spain.
3. Local tourism management models.
4. Tourism policy and local development.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussion
- Practical exercises
- Readings

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
Projects delivered by the student	---	50 %
Resolution of practical exercises Attendance and participation	60 %	---
Individual Written Final Exam	40 %	50 %

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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