Code - Course	**064520 – Cartography and Digital Tools for Tourism**		
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

The links between the tourism activity and the territory where it takes place are often difficult to separate; this direct dependency causes a number of effects in the space that fully determines it.

Therefore it is necessary to implement strategies in combination with a coherent management of the resources over the territory which, in most cases, will demand the use of cartographic support. The relation between tourism and cartography intensifies with the advent of new technologies (Google Earth), geographical information systems (GIS) and other related digital tools (GPS and other devices and mobile applications) which allow carrying out studies regarding management, territorial planning and tourism viability among others, and respond to numerous space-related issues.

In this subject students will be able to learn about the role played by tourism cartography; features and basic functionalities of programs such as GIS and their operation and territorial analysis capacity; the versatility of new instruments of tourism discovery to the detriment of the more traditional ones.

GENERAL SKILLS

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

GS05- Teamwork.

SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.

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

SS13- Manage tourism spaces and destinations.

ACADEMIC CONTENTS

1. Cartography applied to tourism.

1.1. Concepts and features. Maps and topographic profile.

1.2. The role of cartography in tourism. Thematic maps.

1.3. Designing a thematic map. Pictograms and tourist signalling.

2. Geographical information systems as tourism management tools.

2.1. Geographical information systems. An introduction to the concept.

2.2. Functionalities of geographical information systems and their basic operation.

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
- 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
Projects delivered by the stuident	30 %	40 %
Individual Written Final Exam	40 %	60 %
Resolution of practical exercises	30 %	---

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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JOLY, F.(1988). La cartografía. Oikos-tau, S.A.

PEÑA I LLOPIS, Joan. (2006). Sistemas de Información Geográfica aplicados a la gestión del territorio. Universitat d'Alacant, Ecologia.

ROBINSON, Arthur H. i altres. (1995). Elements of Cartography. John Wiley & Sons.

AGULERA, M.J. et al. (2003). Fuentes, tratamiento y representación de la información geográfica. UNED. Madrid.

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