



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

Academic year 2020/2021

Code-Course	064518- Urban Tourism and Local Administration		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Tourism and Territory	Course Type	Optional Subject

## 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.



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

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.

### 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.

### LEARNING METHODOLOGY

---

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

### ASSESSMENT SYSTEM

---

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.