



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540008 – Metropolis and tourism; Foundations of Urban Tourism		
Course year	1	Credits	3 ECST
Thematic Area	Cultural tourism	Course type	Optional
In-class hours	84 hours	Hours of individual work	216 hours

BRIEF COURSE DESCRIPTION

The main objective of the course *Metropolis and Tourism: Foundations of Urban Tourism* is to identify, locate and know the tourism phenomena that take place in the city. This introductory subject is essential to understand the keys of urban tourism development in a global world. The course analyses specifically the changes of paradigm in terms of consumption, management and commercialization of urban tourism destinations as a result of the emergence of ICTs, the revolution of low cost transportation and the constant appearance of new resources, products and tourists' requirements.

The course ends by highlighting the importance of governance and management as basic tool for the optimum development of urban tourism.

The course explains the different factors and elements that make up a tourist city and also evaluates the resources and products, the existing infrastructures and the actors who are in charge of the urban tourism management and development.

GENERAL SKILLS

GS2 - Teamwork

GS3 - Have initiative and an entrepreneurial spirit

SPECIFIC SKILLS



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SS1 – Understand the principles of tourism and cultural heritage and the importance of its socio-cultural and environmental impacts.

SS2 – Understand the tourism destination as a comprehensive system where a multitude of variables and factors interact.

ACADEMIC CONTENT

1. The present scenario of tourism: trends, spaces and destinations.

- 1.1. Tourism as a phenomenon.
- 1.2. Changes in tourism: The revolution of ICTs, transportation and globalization.
- 1.3. The city and the new icons of contemporaneity.

2. The urban destination as a tourism scenario.

- 2.1. The concept of urban tourism, definitions and typologies.
- 2.2. The city as generator of tourism experiences.
- 2.3. Zoning of the city and the urban tourism environment.
- 2.4. The new demand. Typologies, profiles, trends and behaviors.
- 2.5. Paradigm of the new cities: Smart City.

3. An introduction to the management and governance of tourism.

- 3.1. Principles of tourism governance.
- 3.2. Actors in tourism and their role in the destination.

LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group activities and discussions. External visits are scheduled as field work.

ASSESSMENT SYSTEM

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



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Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

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. Attending a minimum of 80% of the classes is required to follow this system.

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.

Evaluation systems	Continuous	Single
Activity 1 (individual)	30 %	??? %
Activity 2 (individual)	20 %	??? %
Activity 3 (group)	50%	??? %

Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.



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If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

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Bouazza, O. (2006). *Ordenación del Territorio y Turismo*. Barcelona: Atelier.

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