



DEGREE CURRICULUM  
**TERRITORIAL GUIDANCE AND TOURISTIC  
INFORMATION**

Coordination: PAUL AGUSTI, DANIEL

Academic year 2022-23

## Subject's general information

<b>Subject name</b>	TERRITORIAL GUIDANCE AND TOURISTIC INFORMATION			
<b>Code</b>	102632			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Geography	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	4.2		1.8
	<b>Number of groups</b>	1		1
<b>Coordination</b>	PAUL AGUSTI, DANIEL			
<b>Department</b>	GEOGRAPHY AND SOCIOLOGY			
<b>Teaching load distribution between lectures and independent student work</b>	Face-to-face hours (online or in the classroom): 60 Non-contact hours: 90			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan			
<b>Distribution of credits</b>	3 theory credits 3 internship credits			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
PAUL AGUSTI, DANIEL	daniel.paul@udl.cat	6	Arrange by email

## Subject's extra information

The subject focuses on two aspects of tourism that are clearly interrelated: the creation of itineraries and tourist information. The intention is that it is the own student who applies the acquired knowledge throughout the degree and find out how and where to look for information, how to hierarchize it according to the public and how to present it to future clients / tourists.

This teaching guide is intended to be developed with a group of 20 to 25 enrolled. If the number increases or decreases significantly, some of the activities and evaluation criteria may undergo modifications that will be discussed when the registration is closed and the final number of students is available.

This guide has been translated with google translate. In case of errors the version that prevails is Catalan.

## Learning objectives

In this subject, students are expected to achieve the following objectives:

- 1.- Awareness of the importance of a good preparation of the tourist product and of the existing sources
- 2.- Show strategies that can help when planning a guided tour
- 3.- Encourage the student to acquire the necessary skills to develop a guided tour

## Competences

### Competences relating to the Tourism degree

- CG1 Analysis and synthesis capacity
- CG2 Ability to organize and plan
- CG3 Teamwork and leadership.
- CE4 Identify, manage and design strategies and management plans for territories and tourist destinations in accordance with the principles of sustainability.
- CE5 Understand the principles of tourism, its spatial, social, cultural, psychological, legal, political, labor and economic dimension.
- CE6 Design tourism products and define commercial objectives, strategies and policies. Identify tourism resources and assess their potential
- CE9 To relate the objectives of management and tourism management in order to achieve a touristically satisfying and culturally legitimate experience.
- CT1 Correct oral and written expression
- CT3 Domain of ICT
- CT4. Respect and development of Human Rights, democratic principles, the principles of equality between women and men, and the values of a culture of peace and other democratic values

### Competences relating to the Geography degree

- CG5 Analyse the interaction of geography with history and other social sciences.
- CE5 Learn how to extract geographic information from existing internet resources.
- CE12 Recognize in the landscape the transformations generated by human uses in the course of history
- CE15 Know, understand and interpret the territory, explain the diversity of places, regions and locations.
- CT1 Acquire an adequate oral and written comprehension and expression of Catalan and Spanish
- CT3 Acquire training in the use of new technologies and information and communication technologies.
- CB4 Be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

## Subject contents

Theme 1 Definition and types of guides

Theme 2 Types of routes

Theme 3 The key elements of the itineraries

Theme 4 Tourist information

Theme 5 Guided tours on the ground

## Methodology

The main methodological axes of the subject will be the following:

1. Level of general knowledge obtained in the field of processes and techniques related to the subject. It will be evaluated after a final exam.
2. Completion, attendance and active participation in guided visits during the course. Each student will have to design and take a guided tour where classmates will attend. Exits will be for at least an hour and they will be made in the real conditions in which you can find a guide. Likewise, you must attend as a public at least three of the outings designed by your classmates.
- 3.- Delivery of the proposed works during the course.

Learning outcomes

1. Ability to critically analyze the repercussions of tourism on the territory
2. Knowledge of the tools needed to plan a tourist product
3. Ability to design tourist routes
4. Raise awareness of the need to avoid the possible negative effects of tourism
5. Reading of the urban space as a tourist space
6. Familiarity with the use of tourist information sources
7. Management of programs and websites for the dissemination and marketing of tourist products
8. Ability to carry out a guided tour autonomously
9. Familiarize yourself with the rights and obligations of tourist guides
10. Acquire notions about the modes of transport available for tourist trips

## Development plan

- Theoretical classes (concentrated during the first weeks of the academic year): 36 hours (2 sessions per topic, except for topic 1, which will be done in 1 session)
- Practices consisting of guided field trips led by students: (the number of sessions and the duration will be adapted to the number of students of the subject)

The timetables, as well as the exam calendar, will be published pertinently on the degree website. They can be consulted there.

The times and dates of the outings made by the students will be published on the virtual campus. It is the responsibility of the student to periodically look at the campus to see the outings he can attend.

## Evaluation

The grade will correspond to:

- Exam: 25% (check the date and classroom on the degree website, where you will find it updated)
- Creation of the field trip and creation of the program (preparatory part): 15%
- Field trip (practical part, will not be recovered): 35%
- Post-exit analysis: 10%
- Written assessment of the various field trips (3 trips): 15%

To pass the subject is a requirement:

- pass the 5 of average final of the asignatura
- pass the 3.5 mark of the final exam
- make your own trip (guide) on the ground
- Attend 3 of the guided outings made by classmates

In order for the course to work properly, it is essential that the student scrupulously respects the planning deadlines for the various guided tours. For this reason, the date of the guided tour must be communicated to the teacher and classmates at least 2 weeks before departure and always before 1 November. If the date of the guided departure has not been sent before this date, the day will be set by the teacher and the date can only be changed for justified reasons and may involve a penalty in the grade.

The program must be delivered no later than 2 weeks before the date of the visit.

In the exceptional case that due to force majeure the planned activities cannot be carried out, the date of departure will be changed. Only in a very exceptional way, and always for reasons of force majeure that make the face-to-face visit impossible, guided tours may be made virtually, with the means and format agreed at that time.

There is no recovery of any part of the course. If a student is unable to attend an assessment activity, he / she must be notified as far in advance as possible to schedule another day. In any case, an official supporting document must be provided. In the absence of this document, the grade will be considered equivalent to zero or not presented.

In the event that students are unable to attend classes because they are isolated, they will have at their disposal the material of the subject on the virtual campus so that they can follow the syllabus. Once recovered, it will be possible to establish, if necessary, a tutoring session to review the most important concepts of the syllabus and resolve any doubts.

Alternative assessment: In the event that a student documents their inability to attend the scheduled activities within the continuous assessment (for paid work, second or subsequent registration of the subject ...) may opt for a single test of validation of competences and knowledge that will realize the day and in the schedule established in the calendar of evaluation of the Degree for the final proof of the ordinary evaluation. This test will consist of an exam with extended content with some of the practices of the course. The application for this evaluation modality must be made before October 15 with documentary proof and, once made, cannot be modified. In addition, as indicated in the upper part of the section, it will be necessary to pass the requirements to pass the subject. It is especially important to take a guided tour and attend some of the guided tours of the classmates. If it is not possible to attend class visits due to timetable issues, it will be necessary to prove in such a way that there is no doubt that any other type of guided tour has been attended. It will be necessary to specify with the teacher, before the visits, the characteristics that they will have.

Please note that total or partial plagiarism of any part of the course work, as well as any other fraudulent procedure performed in order to carry out the work activities, will result in a grade of 0 (suspended) in the final grade of the subject as it violates respect for intellectual property. Plagiarism is considered to be "Part of another's work inserted in one's own without an indication of the source" (DIEC). In addition, it is necessary to take into account the Statute of the student (RD 1791/2010, of December 30) that establishes between the duties of the student, the one of "Abstain from the use or cooperation in fraudulent precedimientos in the evaluation tests, in the works that are carried out or in official documents of the university "(regulations of the UdL).

## Bibliography

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- ALDOMÀ BUIXADÉ, I. (2021) *L'ignot oest. Una geografia viscuda*. Pagès editors, Lleida.
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- DIAZ-SORIA, Inmaculada (2015) "(Re)descobrir la pròpia ciutat: reflexiones sobre las visitas guiadas en Barcelona" *Documents d'Anàlisi Geogràfica* 60(3), 507-538
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- LI, S., & XIAO, Q. (2020). Classification and Improvement Strategy for Design Features of Mobile Tourist Guide Application: A Kano-IPA Approach. *Mobile Information Systems*, 2020.
- MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO (2020) Medidas para la reducción del contagio por el coronavirus SARS-CoV-2. Guías de Turismo. Madrid, Administración General del Estado. [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwjIt2T1LDqAhXFURUIHU5yDesQFIAGegQIBxAB&url=https%3A%2F%2Fwww.mincotur.gob.es%2Feses%2FCOVID-19%2FGuiasSectorTurismo%2FGuias\\_de\\_turismo.pdf&usq=AOvVaw1R-yYi1pJGMpzIqPcYdNCN](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwjIt2T1LDqAhXFURUIHU5yDesQFIAGegQIBxAB&url=https%3A%2F%2Fwww.mincotur.gob.es%2Feses%2FCOVID-19%2FGuiasSectorTurismo%2FGuias_de_turismo.pdf&usq=AOvVaw1R-yYi1pJGMpzIqPcYdNCN)
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- MORALES MIRANDA, J. (2001) *Guía práctica para la interpretación del patrimonio : el arte de acercar el legado natural y cultural al público visitante* Sevilla, TRAGSA - Junta de Andalucía
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- RAMALLO MIÑÁN, E.d. P. (2015). El guía turístico, diferencias y similitudes entre Comunidades Autónomas. *Cuadernos de Turismo*, (35), 499-510.
- REILY COLLINS, V. (2000) *Becoming a tour guide : principles of guiding and site interpretation*. London, Continuum
- TUDELA, A. & DELGADO, A. (2018) *Playa burbuja. Un viaje al reino de los señores del ladrillo*. Datadista, Madrid.
- VERNET SAUREU, C. (2010) *Guía turística: nociones básicas* Barcelona, Laertes

### Webs:

- Turisme de Catalunya. *Club Cultura - Turisme Cultural*. <http://www.turismedecatalunya.com/cultura/>
- UE. *itineraris culturals europeus*. <https://www.coe.int/en/web/cultural-routes>

### Qualification as a tourist guide for Catalonia:

- <https://canalempresa.gencat.cat/ca/integraciodepartamentaltramit/tramit/PerTemes/Habilitacio-com-a-guia-de-turisme-de-Catalunya>
- DECRET 43/2020, de 10 de març, sobre l'activitat de guia de turisme de Catalunya. <https://canalempresa.gencat.cat/ca/integraciodepartamentaltramit/tramit/PerTemes/Habilitacio-com-a-guia-de-turisme-de-Catalunya>