



Universitat de Lleida

DEGREE CURRICULUM **CITY AND CULTURAL TOURISM**

Coordination: PAUL AGUSTI, DANIEL

Academic year 2023-24

Subject's general information

Subject name	CITY AND CULTURAL TOURISM			
Code	102633			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Geography	4	OPTIONAL	Attendance based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
	Double degree: Bachelor's degree in Geography and Bachelor's degree i Tourism	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	4.2		1.8
	Number of groups	1		1
Coordination	PAUL AGUSTI, DANIEL			
Department	GEOGRAPHY, HISTORY AND HISTORY OF ART			
Teaching load distribution between lectures and independent student work	Face-to-face hours (online or in the classroom): 60 Non-contact hours: 90			
Important information on data processing	Consult this link for more information.			
Language	Catalan			
Distribution of credits	5 theory credits 1 internship credits			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
PALLARES BLANCH, MARTA	marta.pallares@udl.cat	3	
PAUL AGUSTI, DANIEL	daniel.paul@udl.cat	3	To be specified by mail. If you send a message through the virtual campus, you must click on the "Send a copy to the recipient's email address(es)" option. Otherwise a prompt response cannot be guaranteed.

Subject's extra information

The subject aims to show the peculiarities of cultural tourism and city tourism. It is intended that the students have tools that allow them to know the main keys of the management of these tourist types. For this reason the subject will provide specificities on management and the impacts of the equipment, especially in the urban space. A part of the course will be practical, with visits to various cultural facilities.

This teaching guide is intended to be developed with a group of 30 to 40 enrolled. If the number increases or decreases significantly some of the activities and evaluation criteria may suffer modifications that will be discussed when the enrollment is closed and the final number of students is available.

The guide has been translated automatically 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 good cultural tourism management
- 2.- Show various strategies that can help the success of cultural tourism
- 3.- Analyze the peculiarities of the urban space and how this urban space can accommodate tourist flows

Competences

Toursim degree competences:

- CG1 Analysis and synthesis capacity
- CG2 Ability to organize and plan
- 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 dimension, psychological, legal, political, labor and economic.
- 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

Geography degree competences:

- CB2 Apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 Ability to gather and interpret relevant data (usually within their study area) to make judgments that include a reflection on relevant social, scientific or ethical issues
- CB4 Be able to transmit information, ideas, problems and solutions to both a specialized and a non-specialized audience
- CG2 Identify the major conflicts and inequalities in human society
- CG3 Characterize the spatial diversity of the territories
- CG5 Assume the interaction of geography with history and the other social sciences
- CE1 Manage and use the methods and techniques of analysis and interpretation of statistical sources
- CE4 Manage the information of topographic cartography
- CE5 Learn to extract geographic information from existing resources on the internet
- CE6 Acquire the skills and methodologies of the geographer's field work
- CE12 Recognize in the landscape the transformations generated by human uses in the historical evolution
- 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

Subject contents

Agenda "cultural and city tourism":

- 1.- Conceptual framework of cultural tourism
- 2.- City and culture
- 3.- City and tourism
- 4.- The paper of the culture in the urban politics
- 5.- Differences between heritage and cultural resource (Daniel Paül)
- 6.- Cultural tourism and development (Daniel Paül)

Methodology

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

1. Level of general knowledge achieved in processes and techniques related to the management of tourism culture and urban tourism. It will be evaluated from a final exam. Exceeding the 5 of final average and at least the 3'5 of note of the examination is requisite to surpass the subject.
2. Assistance and use of exits made during the course to various cultural facilities.

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. Raise awareness of the need to avoid the possible negative effects of tourism
4. Critical sense in the calculation of the load capacities of the tourist spaces
5. Knowledge of the tools needed to prioritize a tourist space
6. Reading of the urban space as a tourist space
7. Familiarity with the use of tourist information sources
8. Encourage a broad vision on the segmentation of tourist markets and the creation of new tourist experiences

Development plan

The development of the subject will follow the following hourly distribution:

Theoretical classes: 36 hours

Practices: 10 hours

Departures: 14 hours

Topics 1, 2 and 3 will be developed in two sessions. Topics 4, 5 and 6 in three sessions.

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 with the students will be published on the virtual campus. It is the student's responsibility to periodically consult the virtual campus to find out about this and other information.

Evaluation

The evaluation of the subject will be based on various practices and a final exam. It is a requirement to pass the subject:

Get over a 5 on average

Get a grade of 3.5 in the final exam

The grade distribution will be:

Exam: 50% (there is recovery) (consult the date and classroom on the degree website, where you will find it updated)

Practical study trips or readings: 25%

Work or works linked to the subject of the course: 25%

Study departures are voluntary. Students who cannot or do not wish to attend these outings may opt for this part of the grade if they carry out a complementary activity (which may be a practice, readings or other activities that will be discussed in class). The registration for the departure must be done by September 21 at the latest. If it is not done, it will be understood that the readings will be chosen. Simply attending the start does not imply that any

points are obtained towards the final grade. It will be necessary to demonstrate the use of the exit with some activity, test, practice or similar. Both the students who attend the outing and those who do the complementary activity will be evaluated in a similar way. As an example of a possible assessment (it does not necessarily have to be in this format), you can take a test-type exam on the content of the output or the readings, of 12 questions (answer 10, where the errors are discounted). If a student already registered for the outing cannot attend for a justified reason (work, illness, legal reason...), they must communicate this as soon as possible and hand in an official certificate stating the reason. Only in this case will the student be able to change his choice and take the test of the readings. In all other cases, not attending the start if you are registered for it is equivalent to a 0 in this section of the grade. Also, those students who during the field visit do not follow the explanations, arrive late or carry out any activity that affects the smooth development of the outing may be penalized, possibly getting a 0 for this activity.

In those activities that have a part that requires the assistance of the students (for example, field trips, talks, conferences or similar) it will be an essential requirement to be able to hand in the work to have attended the activity. By way of example: you will not be able to hand in the work of the exit if you have not attended the talk of a speaker or the exit.

In the event that due to force majeure the planned activities cannot be carried out, virtual activities will be opted for, with the means and format agreed upon at that time.

In the event that students cannot attend classes because they are isolated, they will have the subject material available on the virtual campus so that they can follow the syllabus. Once recovered, a tutoring session can be set up, if necessary, to review the most important concepts of the syllabus and resolve doubts.

Alternative assessment In the event that a student documents his/her inability to attend the activities scheduled within the continuous assessment (due to paid work, second or subsequent enrollment in the subject...) he/she may opt for a single test of validation of skills and knowledge that will be carried out on the day and at the time established in the Degree assessment calendar for the final test of the ordinary assessment. This test will consist of an exam with extended content with some of the practices of the course. The request for this evaluation modality must be made before October 15 with documentary evidence and, once made, it cannot be modified.

If academic fraud or spontaneous copying is detected, we will apply what is established in the Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees.

Bibliography

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Actes de congrés:

<http://www.irun.org/oiasso/home.aspx?tabid=103>

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