



Universitat de Lleida

DEGREE CURRICULUM  
**TOURISTIC TRAILS**

Coordination: GOMEZ MARTIN, MARIA BELEN

Academic year 2022-23

## Subject's general information

<b>Subject name</b>	TOURISTIC TRAILS			
<b>Code</b>	12431			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Master's Degree in Mountain Areas Management	1	OPTIONAL	Blended learning
<b>Course number of credits (ECTS)</b>	3			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	1.5	1.5	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	GOMEZ MARTIN, MARIA BELEN			
<b>Department</b>	-SENSE DEPARTAMENT-			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CORS IGLESIAS, MARTI	marti.cors@ub.edu	1,5	
GOMEZ MARTIN, MARIA BELEN	bgomez@ub.edu	1,5	
PAUL AGUSTI, DANIEL	daniel.paul@udl.cat	0	

## Learning objectives

Address the use of tourist routes as revitalizing projects in the territory from a local and regional perspective.

Analyze different tourist routes. Recognize territorial resources that may be the subject of tourist routes.

Provide knowledge, techniques and methodologies for the planning, creation and management of tourist routes.

Pose and define, from a real case study in a high mountain area, a tourist product from an itinerary or tourist route.

## Competences

### Basic

B10 That students possess the learning skills that allow them to continue studying in a way that will have to be largely self-directed or autonomous (\*)

### Generals

CG1 Assess the mechanisms of society's interaction with the environment from the perspective of decision-making.

CG2 Manage and use the methods and techniques of analysis and interpretation of socioeconomic and environmental statistical variables and sources.

CG4 Analyze the underlying dynamics of new and complex situations, design alternative resolution strategies and take advantage of the potential for improvement.

### Specific

CE1 Recognize, characterize and interpret the physical and human uniqueness of the mountain and explain the

diversity of mountain territories.

CE4 Identify essential cartographic sources and apply Geographic Information Systems to physical and social reality

CE5 Analyze the processes of economic development in areas of low population density.

CE6 Design business development projects in the context of public plans and aid for the development and promotion of rural and mountain areas.

CE7 Design alternatives for growth and development of tourist activities, energy use and other innovative sectors in mountain areas.

## Subject contents

1. Tourist routes: Introduction and basic concepts
2. Itineraries and routes in the context of tourism revitalization
3. The itinerary as a tourist product: Definition, promotion, marketing and answers
4. The itineraries and their projection: Routes, cultural heritage and natural heritage

## Methodology

INTERNSHIP / WORK ONLINE:

Discussion forums (5)

Problem practices (10)

Search for information (5)

Case study (15)

VALIDATION TESTS:

Online validation presentation / test (3)

## Development plan

The course will combine the theoretical contents with the practical analysis. The theory will be provided at the beginning of each topic and will be the basis for the study of cases and the resolution of exercises and assumptions. The sessions will be based on the active participation of the students in order to favor both the learning and the simultaneous development of the skills and competencies determined in the program.

The practical and applied nature of the subject will allow to propose the realization of a final directed project related to the theme and the contents exposed throughout the course.

## Evaluation

Evaluation systems

(TO BE SPECIFIED BY THE MANAGER)

Internship work 30

Reports, analysis reports or applied projects 50

Participation in forums and other online activities 10

Virtual Campus Usage Logs 10

Self-tracking tests 0

Online validation 0

## Bibliography

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