COURSE DATA

Data Subject

Code	35096
Name	Introduction to tourism studies
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	1	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	1 - Communication	Basic Training
1926 - D.D. in Tourism-Business Management Administration	1 - Asignaturas de formación básica de primer curso	Basic Training

Coordination

Name	Department
PLANELLS ADSUARA, NEUS	110 - Applied Economics

SUMMARY

The aim of completing the Tourism Studies course is to facilitate the transition of the student into the university environment through an integral approach, with the aim of developing competences related to the degree subject (Tourism) and competences related to the Institution to which it belongs (University of Valencia) and to its social function. Because of its mainly introductory nature, this subject is taught in the first term of the first year of the degree course.

Since the subject is introductory, one of its objectives is that students begin to reflect on the need to have ethical criteria in their profession, together with the question of the meaning of the company and its social responsibility to society. For this reason, part of the subject-material used in the development of the activities includes topics related to ethics and ethical values with the intention of inculcating these values in the student: honesty, integrity, responsibility, respect, transparency, sustainability etc..

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By the end of the subject, the student should:

- Be familiar with the academic structure and services of the University of Valencia.

- Be familiar with the study programme of the Degree of Tourism of the University of Valencia.

- Recognise the profiles and professional skills required of graduates in Tourism.

- Know how to use the basic computer programs for tourism studies.

- Know how to access and use the basic information resources of the University of Valencia

- Know how to apply the techniques of study and working independently.

- Develop the capacity for preparation and defence of reports that contribute to the decision making of public and private agents

- Develop the capacity for evaluation and critical analysis of phenomena and international economic agents.

- Have the necessary knowledge to locate, evaluate, use and communicate the information of any field of specialization in Tourism, at a basic level.

- Learn to detect inequalities between people and to design, implement and evaluate the relevant policies that facilitate the elimination of such discrimination in companies and institutions.

- Introduce the student to the values of respect for human rights and democratic principles, as well as the promotion of a culture of peace.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Given the introductory nature of the subject, no prior knowledge is required. However, basic computer skills are advisable.
For non-Spanish-speaking foreign students, at least one of the following certificates is required to take the course:
- Diploma de Español como Lengua Extranjera (nivel B2)
- Certificat de Coneiximents en Valencià (nivell B2 / Intermedi).

OUTCOMES

1317 - Degree in Tourism

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

- Be able to apply knowledge to work in a professional manner and have competences for preparing and defending arguments and for solving problems within the field of study.

- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

- Understand the principles of tourism: its spatial, social, cultural, political, labour and economic dimensions.

- Turn an empirical problem into an object of study and draw conclusions.

- Use and analyse information and communication technology (ICT) in the different areas of the tourism sector.

LEARNING OUTCOMES

- Be familiar with the Tourism studies programme at the University of Valencia.
- Be familiar with the academic structure and services of the University of Valencia.
- Know how to use the instruments of access to information at the University of Valencia.
- Use basic computer programs.
- Know how to use the bibliographic service of the University of Valencia and the databases.
- Know how to use study techniques and work independently.
- Be familiar with the profiles and professional competencies expected of graduates in Tourism.
- Act, respecting human rights and in accordance with democratic principles: equality between men and women, solidarity, environmental protection, universal accessibility and design for all, and promotion of a culture of peace, etc.
- Be able to identify the ethical dimension in any directive decision.
- Be capable of promoting attitudes, behaviours and ethical habits in both a personal and professional environment.
- Be able to make decisions by applying ethical standards of conduct.

DESCRIPTION OF CONTENTS

1. Universitat de València and Tourism degree

1.1. Tourism degree in Universitat de València

1.2. Study program and Universitat de València services

1.2.1. Universitat de València structure.

Teaching organization: Campus, faculties, Departments.

Students participation: ADR (Student Council Branch), Claustro (University Senate), Junta Facultad (Faculty Board), Consejo (Department Council), Departments.

Representation, decision-making and control boards in the university. Claustro (University Senate). Consejo de Gobierno (Governing council).

Rector (Principal). Equipo de Gobierno (Vice-Principals team).

Representation, decision-making and control boards in the Facultad dEconomia (Faculty of Economics). Decano (Dean). El equipo decanal (Vice-deans team).

1.2.2. Resources and services in Universitat de València

2. Instrumental competencies of students in Tourism degree

2.1. Study and personal work techniques

2.2. Team work and planning

2.3. Oral and written communication

2.4. Software programs for students in Tourism degree

2.5. An academic work elaboration

3. Informational competencies of students in Tourism degree

3.1. Source search and information resources needed for students in Tourism degree: Library versus Google. Library: spaces, resources and services.

Library catalog: contents and search basic strategies.

3.2. Informational competencies for an academic work elaboration: Search the information: books, academic papers, piece of news, statistical data. Main databases. Main search engines. Assess the quality of the information found.

How avoid plagiarism.

4. Human competencies of graduates in Tourism

4.1. Ethics, moral habits and good practices in firm management.

4.2. Ethical rules and criteria for decision-making in firms.

4.3. Competencies for Corporate Social Responsibility policy design.

5. Professional profiles and professional competencies of graduates in Tourism

5.1. Professional profile and professional competence concepts
5.2. Professional profiles in Graduate in Tourism: knowledge, abilities and functions
5.3. Professional placement of graduates in Tourism

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	45,00	100
Theory classes	15,00	100
Attendance at events and external activities	10,00	0
Development of group work	30,00	0
Development of individual work	15,00	0
Study and independent work	5,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	10,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

The methodologies to be used in the classroom will vary depending on the competences to be developed, since there is a direct relationship between the methodology, the activity to be carried out and the competencies that students wish to acquire for each of the sessions. In general, learning is through:

• Presentation in the classroom of the essential theoretical contents, using the method of the participatory lecture.

• Practical classes (in the classroom, computer room, etc.) related to problem solving, case studies, etc. with application of techniques, oral presentations, debates, etc., individually and/or as a team.

• Activities with students to understand how to use Campus services (library, student service, sports field, etc.)

• Autonomous work based on the completion of exercises and/or projects individually and/or in a team, with tutorial support where required.

• Independent study by the student and the completion of written and/or oral tests, etc. master classes with participatory techniques, resolution of exercises, practical cases, use of computer applications, talks, visits, etc.

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The teacher will make a series of materials available to the students through the virtual classroom.

EVALUATION

Evaluation is continuous and is based on three assessments carried out throughout the academic year: individual work, group work and final exam.

1st Assessment:

• **Individual mark of 30%**, linked to attendance. The mark is based on exercises carried out and/or presented in class. Likewise, active participation in the sessions will be valued.

• **Group mark of 40%,** consisting of one or several tasks set by the tutor. In some degrees, one group work will be linked to the work to be done in another subject.

• **Exam mark of 30%**. The exam must be passed to be able to pass the subject.

2nd Assessment:

• **Individual mark**: this can be recovered by submitting papers and/or taking an exam, at the teacher's discretion.

• **Group mark**: the same grade is maintained as in the first assessment.

• **Examination mark**: the exam can be retaken. The exam must be passed to be able to pass the subject.

For both assessments:

The final mark is obtained from the weighted average of the marks of each part of the evaluation, provided that the part corresponding to the written test or exam officially set by the Faculty of Economics has been passed. In the event that the written test or exam is not passed, the final mark will be the weighted sum of the exam mark and continuous assessment, not exceeding a maximum of 4.5.

REFERENCES

Basic

- Universitat de València (https://www.uv.es/)

- Normativas de la Universitat de València (https://www.uv.es/uvweb/universidad/es/estudios-grado/informacion-academica-administrativa/normativas/normativas-universidad-valencia-1285850677111.html)

- Facultat dEconomia - Universitat de València (https://www.uv.es/economia)

- Cotillas Alandí, C.: Planifica tu estudio en la Universidad, Servei de Formació Permanent.

- Martínez, L.J. (2013). Cómo buscar y usar información científica: Guía para estudiantes universitarios. Consultado 10 julio 2021 desde http://core.kmi.open.ac.uk/download/pdf/16424075.pdf

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- Biblioteca UC3M (2020). Guía temática sobre citas bibliográficas APA 7ª edición. Consultado el 15 de junio de 2021 desde https://uc3m.libguides.com/guias_tematicas/citas_bibliograficas/APA

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Additional

- Universitat de València. Recull de dades estadístiques. http://www.uv.es/sap/v/docs/reculls.htm

- Mario de Miguel Díaz (coord.) (2006): Metodologías de enseñanza y aprendizaje