

**COURSE DATA****Data Subject**

Code	35139
Name	Additional leisure activities
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	37 - Tourism economics and policy II (AP Urban tourism)	Optional

Coordination

Name	Department
NACHER ESCRICHE, JOSE MARIA	110 - Applied Economics

SUMMARY

In this subject, knowledge is offered about the basic characteristics of leisure activities with increasing tourist importance for the territories and, especially, the cities such as sports, music, museums and theaters, the material and immaterial heritage, the nightlife and shopping establishments and knowledge is acquired in the analysis and resolution of real and simulated cases.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

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



Other requirements

Having passed the subjects of Economy and Tourism Policy I

OUTCOMES

1317 - Degree in Tourism

- Analyse the economic dimension of tourism.
- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Understand the legal framework regulating tourism activities.
- Identify and manage tourist areas and destinations.
- Manage the tourist territory according to the principles of sustainability.
- Understand a public plan and the opportunities that it affords for the private sector.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Know the objectives, strategy and public instruments of planning
- Know the main initiatives to enhance cultural heritage.
- Understand the characteristics of cultural heritage management.

LEARNING OUTCOMES

- Analysis of the economic dimension of tourism.
- Knowledge of the main markets, sectors and agents of current tourism.
- Analysis of social and political dimension of tourism.
- Knowledge of the main contemporary tourism policies.
- Evaluation of the tourism potential of a territory.
- Elaboration of tourism policy strategies.
- Knowledge of tourism market and sectorial characteristics in the surroundings: Valencian Community.
- Understanding the Sustainable Development.
- Relational skills of communication and negotiation.
- Knowledge of the cultural diversity and protection of the natural, cultural and artistic heritage of the territories.



DESCRIPTION OF CONTENTS

1. Theme 1: The Leisure Activities and Companies Sector

2. Theme 2: The Cultural Offer. Museums, Theater and Music

3. Theme 3: Historical and Commercial Centers

4. Theme 4: History and Heritage as a Leisure Offer

5. Theme 5: The Night Leisure Offer

6. Theme 6: The Sports Offer

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Study and independent work	10,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	7,50	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	20,00	0
TOTAL	112,50	

TEACHING METHODOLOGY

The subject offers basic knowledge through theory classes and facilitates the analysis and resolution of real and simulated cases in practical sessions. Familiarization with the main actors of the sectors involved is a main objective. On-line research and connection with the sectorial environment through the presence of invited professionals is an added objective.



EVALUATION

30% of the evaluation comes from the analysis and resolutions of the case individually or collectively.
70% comes from a final exam that can include methodologies of objective test-test and / or resolution of simulated cases. The presence of these formats will be announced in advance.

REFERENCES

Basic

- Florida, R. (2008): Las ciudades creativas. Paidós
- AAVV (2013) UrbanTur 2012 Monitor de Competitividad Turística de los Destinos Urbanos Españoles.
www.exceltur.org