UAB
Universitat Autònoma de Barcelona

Tourist Guide

Code: 101218
ECTS Credits: 3

2025/2026

Degree	Type	Year
Tourism	OT	4

Contact

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Teachers

José Antonio Ortiz García

Teaching groups languages

You can view this information at the end of this document.

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The aim of this course is to offer a theoretical and a practical approach to the professional activity of a tourist guide. Focusing on the different parts of this activity, from de conception of the visit to the development of it.

Through the contents of this subject, their educational goals are:

- Understand the main professional skills of a tourist guide
- Think, create, develop and perform a tourist visit
- Identify the elements that are the essentials for a good practice as a tourist guide
- Deal with the differences of public assisting to a tourist visit / tour
- Develop a background for future professional challenges

Competences

- Behave responsibly towards the environment.
- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.
- Develop a capacity for independent learning.

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- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.
- Negotiate with different bodies on tourism development projects for particular areas and regions.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Work in a team.

Learning Outcomes

1. Analyse and present heritage management and exploitation projects.
2. Apply the concepts of heritage management and tourism resource management.
3. Behave responsibly towards the environment.
4. Define and relate the basic principles of tourism in the field of heritage management and exploitation.
5. Develop a capacity for independent learning.
6. Plan and manage activities on the basis of quality and sustainability.
7. Plan, organise and coordinate a work team, creating synergies and showing empathy.
8. Work in a team.

Content

Topic 1. The profile of the tourist guide, main figures and regulations

Topic 2. Agencies of interest associated with the world of tourist guide and gender perspective

Topic 3. Tourist services of tourist guide

Topic 4. Communication techniques applied to the service

Topic 5. Non-verbal communication

Topic 6. The preparation of guided tours

Topic 7. Programming the trip / tourist circuit. The optional tourist visits. Assessment of the tourist service

Topic 8. Technical documentation required on transportation, accommodation, restauration, among others

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	18	0.72	2, 4, 5, 7
Type: Supervised			
Staging	6	0.24	1, 2, 7, 8
Workshop	22	0.88	1, 2, 4, 3, 5, 6, 7, 8
Type: Autonomous			
Study	23	0.92	2, 5, 6

L e s s o n   L a n g u a g e s
T o u r i s m   D e g r e e :   E n g l i s h
English Tourism Degree: English

In this subject, theory and practice merge. In order for the classes to develop correctly, the student must actively participate. Therefore, even the most conceptual topics become personal individual experience, since the didactic methodologies used stimulate and invite the student to participate in the discovery of the contents of the subject and make it the protagonist of their own learning process .

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Walking Tour Exam	50%	4	0.16	2, 3, 6, 7, 8
Workshop	20%	0	0	1, 3, 5, 6, 7, 8
Writting Exam	30%	2	0.08	2, 4, 6

The evaluation system for this subject is as follows:

CONTINUOUS EVALUATION
Voluntary Active Participation (20%). Guidelines and directions will be available on the Virtual Campus of the subject.
Writting exam (30%). Guidelines and directions will be available on the Virtual Campus of the subject.
Final group project (50%) consisting of a real integrating practice such as a guided visit to the city of Barcelona. Guidelines and directions will be available on the Virtual Campus of the subject.
Students who do not pass the continuous evaluation will go on to the single evaluation without taking into account previous assessments.

SINGLE EVALUATION
Writting exam (30%). Guidelines and directions will be available on the Virtual Campus of the subject.
Oral presentation on written exam day (20%). Guidelines and directions will be available on the Virtual Campus of the subject.
Presentation in the Virtual Campus of a project prior to the day of the written exam (50%). Guidelines and directions will be available on the Virtual Campus of the subject.
The date and site of the single assessment will be announced on the Faculty's website.

RE-EVALUATION
The date and place of the re-evaluation will be announced on the Faculty's website.
Guidelines and directions will be available on the Virtual Campus of the subject.
Re-evaluation of the subject by continuous or single evaluation will be the same and in order to be submitted for re-evaluation it will be necessary to have obtained at least 3.5 in the set of evidence of which the single or continuous evaluation is recorded.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend thefinal exam.

Bibliography

Abril Sellarés, M. (2015) Análisis de la mediación Humana en espacios museísticos: la figura del Guía Turístico en el contexto de la ciudad de Barcelona. Tesis doctoral. Barcelona. UB

Arranz, J.L. (2002) Manual del Guía. Barcelona. Laertes

Cabo Nadal, M. (2004) Asistencia y guía de grupos. Madrid: Paraninfo.

Cooper, C. (2016): Essentials of tourism. Editorial Pearson.

Fletcher, J. y Fyall, A. (2013): Tourism, principles and practice. Editorial Pearson.

Picazo, C. (2011) Asistencia y guía de grupos turísticos. Madrid: Síntesis.

Software

There is not a specific software for this subject.

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed