

Degree programme	Type	Course
Tourism	OP	4

Contact lecturer

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Teaching staff

José Antonio Ortiz García

Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

There are no prerequisites

Objectives

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 the 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

Learning outcomes

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

Contents

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Classroom	18	0.72	1, 2, 6, 7
Study	23	0.92	1, 4, 7
Staging	6	0.24	2, 3, 7, 8
Workshop	22	0.88	1, 2, 3, 4, 5, 6, 7, 8

Lesson Languages

Tourism Degree: English

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

Continuous assessment activities

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

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.

Writing 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

Writing 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 the final exam.

In accordance with the current academic regulations, "in the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a

zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject".

*This subject allows the use of AI technologies exclusively for support tasks such as bibliographic or content-based searches and text correction or translations. The student must clearly (i) identify which parts have been generated using AI technology; (ii) specify the tools used; and (iii) include a critical reflection on how these have influenced the process and outcome of the activity. Lack of transparency regarding the use of AI in the assessed activity will be considered academic dishonesty; the corresponding grade may be lowered, or the work may even be awarded a zero. In cases of greater infringement, more serious action may be taken.

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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed