Universitat Autònoma de Barcelona

2019/2020

Tourist Guide

Code: 101218
ECTS Credits: 3

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Teachers

José Antonio Ortiz García

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.
- 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

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

Methodology

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 .

Activities

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

Assessment

This subject will be assessed as follows:

- Given that the subject is taught through eminently practical didactic methodologies, it is necessary to assist the student in class by 80%. Active participation or workshops have a specific weight in the 20% mark
- There will be a written exam that will have a value of 30% of the grade
- A real integrative practice such as a guided tour in the city of Barcelona with a value of 50% of the grade.

To pass this course students have to take the exam, the workshops and the visit. It can not be approved only with the exam.

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

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.