

## ***Subject Study guide “Tourist Guide”***

### **1. IDENTIFICATION**

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- ✓ **Subject name: Tourist Guide**
- ✓ **Code: 101218**
- ✓ **Degree: Bachelor’s Degree in Tourism**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Optional**
- ✓ **ECTS Credits (hours): 3 (75)**
- ✓ **Teaching period: 1<sup>st</sup> semester**
- ✓ **Teaching language: English**
- ✓ **Teachers: José A. Ortiz**
- ✓ **Email:**

### **2. PRESENTATION**

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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, several study cases are going to allow us to know the main skills to design, create, organize and perform a tourist visit.

### **3. EDUCATIONAL GOALS**

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Through the contents of this subject, students will be able to:

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

## 4. SKILLS AND LEARNING OUTCOMES

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### SPECIFIC COMPETENCES

CE1. Show that you know and understand the basic principles of tourism in all its dimensions and areas.

RESULTS OF LEARNING CE1.8. Define and relate the basic principles of tourism from the field of heritage management and exploitation.

CE3. Manage the concepts related to the planning and marketing of destinations, resources and tourist spaces as well as their instruments and operation

RESULTS OF LEARNING CE3.7. Apply the concepts of management of heritage and tourist resources.

C17. Present and negotiate in front of the different organisms, projects and tourism development plans applied to specific areas and regions.

RESULTS OF LEARNING CE17.6. Analyze and present heritage management and exploitation projects

### TRANSVERSAL COMPETENCES

CT1. Developing the ability of autonomous learning

CT2. Developing the ability to self-evaluate acquired knowledge

CT4. Using communication techniques at every level

CT8. Showing ethical behaviour and adaptation to cross-cultural contexts

CT10. Developing and applying teamwork strategies in professional setting

## 5. TOPIC AND CONTENT

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

Topic 2. Tourist services and the public

Topic 3. Communication techniques applied to the service

Topic 4. Non-verbal communication

Topic 5. The preparation of guided tours and story-telling: crafting narratives

Topic 6. Programming the trip / tourist circuit

Topic 7. Technical documentation required

Topic 8. Transportation

Topic 9. The accommodation

Topic 10. The adaptability of the tourist guide: group visits, scholar visits, VIP visits, etc.

Topic 11. Group management

Topic 12. Assessment of the tourist service

## 6. RECOMMENDED BIBLIOGRAPHY

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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.

## 7. TEACHING METHODOLOGY

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Three distinct methodological approaches can be identified through the learning blocks of this subject:

### a) Theoretical approach

The professor will provide theoretical explanations in a master class format to introduce and engage students in the topics illustrated through the contents of the subject, emphasizing the use of case studies. Visual, textual, and moving image references will be provided as well throughout these lectures.

### b) Practical approach

The theoretical lectures will be followed and interspersed with debates and dialogues among students and with the professor. Short exercises and problem-based activities will also be devised so that students apply the knowledge acquired in each block. Subsequently, each learning block will be evaluated in either group or individual activities. Cooperative learning will be particularly encouraged for this approach.

### c) Tutoring approach

Throughout the semester, the professor will be available during class and through email to solve questions and doubts from students, either regarding the theoretical parts of the subject, or regarding the learning process to develop through the compulsory group or individual activities, which promote a project-oriented learning process.

## TRAINING ACTIVITIES

| Activity                                 | Hours | ECTS | Learning outcomes        |
|--|-------|------|--------------------------|
| <b>Type: Directed</b>                    |       |      |                          |
| Lectures                                 | 22    | 0.88 | CE1.8.; CE3.7, CT6, CT8  |
| Study cases                              | 8     | 0.32 | CE1.8; CE3.7, CT1, CT10  |
| Guided Tour                              | 6     | 0.24 | CE1.8; CE3.7, CT8        |
| <b>Type: Supervised</b>                  |       |      |                          |
| Face-to-face                             | 7     | 0.28 | CE3.7; CE 17.6           |
| On line                                  | 7     | 0.28 | CE3.7; CE 17.6           |
| <b>Type: Autonomous</b>                  |       |      |                          |
| Theory and elaboration of the activities | 15    | 0.60 | CE3.7; CE17.6, CT1, CT11 |
| Resolution Directed Activities           | 10    | 0.40 | CE 1.8; CE3.7; CE17.6    |

## 8. ASSESSMENT SYSTEMS

This subject will be assessed as follows:

### A) CONTINUOUS ASSESSMENT:

The theoretical and practical approach of the subject engages the student to participate and follow the master classes and the study cases. (20%)

The final exam incorporates two sections: the writing exam (30%) and the practical presentation of a self-made tourist visit by the student (50%). The skills for the final assessments are the ones developed during the semester. To pass the course students must get at least a grade of 5 out of 10 in the two final exam sections. Notice that a brand new self-made tourist visit in Barcelona is compulsory to achieve this subject. The visit must be original and all kind of plagiarism will be controlled.

## CONTINUOUS ASSESSMENT ACTIVITIES

| Activity   | Weight | Hours | ECTS  | Learning Outcomes                     |
|--|--------|-------|-------|---------------------------------------|
| Final writing exam   | 30 %   | 2     | 0.08  | CE1.18                                |
| Final presentation   | 50 %   | 6     | 0.24  | CE3.7, CT6, CT8, CT10                 |
| Active participation during the master classes and the case studies. | 20%    | 30    | 16.20 | CE17.6, CT1., CT6., CT8., CT10., CT11 |

## B) FINAL EXAM / SINGLE ASSESSMENT:

Instead of continuous assessment, students have the option to take the final exam, if they can prove they are not able to attend classes because they are attending other classes or they are repeat students. The final exam will take place on the date and time scheduled according to the academic calendar posted in the official academic program of the school (EUTDH). The grade of the final exam will be 100% of the final grade. A minimum of 5 points will be required to pass the exam. This single assessment will be a self-made tourist itinerary in Barcelona including a complete writing project and the performance of a part of the tour. The visit must be original and all kind of plagiarism will be controlled.

## 9. PLANNING

| WEEK | TOPIC   | METHOD                            | HOURS |
|------|---|-----------------------------------|-------|
| 1    | Introduction to the subject   | Theoretical and practical session | 2     |
| 2    | Topic 1. The profile of the tourist guide, main figures and regulations | Theoretical and practical session | 2     |
| 3    | Topic 2. Tourist services and the public                                | Theoretical and practical session | 2     |
| 4    | Topic 3. Communication techniques applied to the service                | Theoretical and practical session | 2     |

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|----|---|---|---|
| 5  | Topic 3. Communication techniques applied to the service<br>Topic 4. Non-verbal communication                                 | Theoretical and practical session   | 2 |
| 6  | Topic 4. Non-verbal communication   | Theoretical and practical session   | 2 |
| 7  | Topic 5. The preparation of guided tours and Story-telling: crafting narratives   | Theoretical and practical session   | 2 |
| 8  | Topic 5. The preparation of guided tours and Story-telling: crafting narratives   | Theoretical and practical session   | 2 |
| 9  | Topic 6. Programming the trip / tourist circuit<br><br>Tutoring   | Theoretical session<br><br>Tutoring and practical session for compulsory activities | 2 |
| 10 | Topic 7. Technical documentation required<br>Topic 8. Transportation<br>Topic 9. The accommodation                            | Theoretical and practical session   | 2 |
| 11 | Topic 10. The adaptability of the tourist guide: group visits, scholar visits, VIP visits, etc.<br>Topic 11. Group management | Theoretical and practical session   | 2 |
| 12 | Topic 12. Assessment of the tourist service<br><br>Final writing exam   | Theoretical session and writing exam  | 2 |
| 13 | Final presentation: Guided  | Practical session   | 3 |

|    |                                 |                   |   |
|----|---------------------------------|-------------------|---|
|    | tour                            |                   |   |
| 14 | Final presentation: Guided tour | Practical session | 3 |

## 10. ENTREPRENEURSHIP AND INNOVATION

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This subject will introduce some innovative elements such as trends and practices in Tourist Guide.

In the case of this subject, Tourist Guide, aspects related to entrepreneurship and innovation are of great importance thanks to the approach given to the subject, as it is reflected through a series of activities that would allow people who want to dedicate themselves to this profession to get to it better and contribute with new ideas.

First of all, new tools for managing the profession that until now had been almost unusually used are going to be proposed to students, for instance the use of new technologies, the new ways to search for information and the new guidance proposals by companies in the sector.

Secondly, the students have a set of exercises to be carried out individually and in groups that will allow them to go further in the possibility of communicating and managing time, two essential skills of this profession.

Thirdly, an activity is created, a guided tour in Barcelona, where all the students will have to participate together in order to create a heritage experience. Agreement between all of them is necessary, as if they were a single guide leading the tour, which implies coordination, teamwork, willingness to research and innovative resources, as well as a high capacity of communication.

Finally, this group activity wants to make the student live the reality of the world of guides, becoming guides and creating a professional product.