

**COURSE DATA****DATA SUBJECT****Code:** 35139**Name:** Additional leisure activities**Cycle:** Undergraduate Studies**ECTS Credits:** 4.5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

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

COORDINATION

NACHER ESCRICHE JOSE MARIA

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

COMPETENCES / LEARNING OUTCOMES**1317 - Degree in Tourism**



Analyse the economic dimension of tourism.

Evaluate tourist potentials and make the prospective analysis of their exploitation.

Identify and manage tourist areas and destinations.

Know the main initiatives to enhance cultural heritage.

Know the objectives, strategy and public instruments of planning

Manage the tourist territory according to the principles of sustainability.

Recognise the main tourist agents.

Understand a public plan and the opportunities that it affords for the private sector.

Understand the characteristics of cultural heritage management.

Understand the dynamic and evolving nature of tourism and of the new leisure society.

Understand the functioning of destinations, tourism structures and their business sectors on a global scale.

Understand the legal framework regulating tourism activities.

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****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	15,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	20,00
Preparation of lessons	40,00
Preparation for assessment activities	7,50
Resolution of case studies	0,00
Total hours	67,50

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



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