

TEACHING GUIDE

WORLD TOURIST ITINERARIES AND TOURIST INFORMATION

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 07-07-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	3 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

The subject World Tourist Itineraries and Tourist Information aims to provide students with the essential knowledge to analyse the existing commercial tourism resources, as well as to design, plan, implement, and monitor new itinerary proposals targeted at the tourism market. Throughout the course, students will engage with various aspects of tourist information and understand its close connection to the development and execution of itineraries from a professional perspective.

During the first two weeks, detailed explanations will be provided regarding the course structure, assessment criteria, and the procedures for the evaluation of assignments and presentations. Additionally, student groups will be formed to participate in the practical works of the course.

An understanding of the main tourist routes and itineraries worldwide will enable students to gain valuable insights into the functioning of the tourism industry across diverse geographical and cultural contexts. This subject is closely linked to World Territorial Tourist Resources, knowledge of which is essential for successfully comprehending and mastering the content of this course.

III.-Learning outcomes

CG05. Ability to organise and plan
CG06. Commitment to values.
CG16. Critical reasoning.
CG21. Ability to work in a team
CG22. Ability to work in an international context
CE02. Ability to analyse the impact of tourism.
CE23. Evaluation of tourism potential and prospective operating analysis.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

I. TOURIST ITINERARIES

- **Topic 1:** Theory of Itineraries – Definitions and Typologies
- **Topic 2:** Techniques for Developing Tourist Itineraries – Development Process

II. TOURIST INFORMATION

- **Topic 3:** Tourist Information – Sources and Tourist Information Offices
- **Topic 4:** Professionals in Tourist Information – Concepts, Types, and Professional Profiles

III. GEOGRAPHICAL AREAS: ITINERARY ANALYSIS

- **Topic 5:** Europe – Major Routes and Itineraries Across Europe
- **Topic 6:** Africa – Major Routes and Itineraries Across Africa
- **Topic 7:** Americas – Major Routes and Itineraries Across the Americas
- **Topic 8:** Asia and Round-the-World Itineraries – Major Routes and International Itineraries

IV.B.-Training activities

Type	Title
Prácticas / Resolución de ejercicios	Can be developed both inside and outside the classroom.
Prácticas / Resolución de ejercicios	If there is availability of laboratories and enough time, maps or other exercises can be done in the laboratory. If it is not possible, these can be done in the classroom with the advice of the teacher. The student can also make maps or other exercises outside the classroom.
Other activities	Create an itinerary.
Lectures	Can be developed both inside and outside the classroom.



V.-Student workload

Theoretical sessions	38
Resolution of exercises, problems, case studies, etc.	10
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	10
Tests and/or exams	2
Academic tutorials	25
Related activities: conferences, seminars, etc.	23
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	24
Preparation for tests and/or exams	28
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Theoretical sessions	Week 1 to Week 1	General introduction to the course, syllabus overview, explanation of practical assignments, and assessment system. Presentation of key topics, methodology, and supporting materials (presentations, readings, audiovisuals, discussions, etc.).
Theoretical sessions	Week 2 to Week 14	Professor-led synthesis and explanation of each topic. Classes will adopt a theoretical-practical approach to encourage student participation. The virtual campus will be utilized to provide support and distribute learning materials.
Academic tutorials	Week 2 to Week 13	Ongoing monitoring of group work progress by the professor. Opportunity for students to ask questions and resolve doubts related to the syllabus. Tutorial schedules will be available on the virtual campus.



Resolution of exercises, problems, case studies	Week 3 to Week 14	Complementing theoretical content through in-class analysis and discussion of texts, graphical and cartographic materials. Directed by the professor using a meaningful teaching-learning methodology. Classroom debates on readings, audiovisuals, news, etc. related to course content.
Group work	Week 3 to Week 3	Assignment of group topics and commencement of group projects
Group work	Week 10 to Week 14	Oral presentations of group projects with audiovisual or computer support. Presentations will be followed by questions and discussion.
Tests and/or exams	Week 14 to Week 14	Theoretical exam covering the topics addressed throughout the course.
Seminars	Week 2 to Week 13	Attendance at seminars, workshops, and conferences related to the course content and related fields, organized by the department or affiliated institutions

VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

The assessment model will be continuous assessment, as established by the URJC Regulations for the Assessment of Learning Outcomes, in accordance with Article 25.1 of Royal Decree 1791/2010, of December 30, which approves the Statute of University Students.

This assessment model determines the level of acquisition of learning outcomes during the course throughout the semester, using various assessment systems and activities, and provides students with formative feedback on their learning progress.

The assessment system will be as follows:

Assessment System	Assessment Activity	Weight (Equivalent out of 10 points)	Recoverable in Extraordinary Call	Minimum Grade	Contents	Date
SE1. Written Test	Individual exam covering theoretical and practical course content.	50%	Recoverable – Same format as in the ordinary call	5	Includes theoretical and practical content covered during the course.	As scheduled in the official university calendar.
SE2. Course Project	Group assignment: submission and oral presentation of a course-related project.	25%	Recoverable – Corrected version must be resubmitted and presented again	5	Topics assigned by the professor during the first weeks of the course.	Submission and presentation dates will be posted on the Virtual Campus.
SE3. Practical Exercises and Activities	Completion of applied exercises in and outside class throughout the course.	25%	Recoverable – Corrected version must be resubmitted and presented again	5	Exercises and activities related to course content.	Conducted throughout the course (submitted via Virtual Campus or on paper, as instructed).

Final Grade Calculation

The final grade is calculated as the weighted average of the grades for the assessment activities, according to the indicated percentages, provided that each activity has been passed with the minimum grade specified. Therefore, to pass the course, the weighted average must be at least 5.

- If one or more assessment activities have not been passed, the instructor may request that these assignments be completed again before the exam date. At the instructor's request, a new group project will be undertaken, requiring the written component to be submitted again and the oral presentation to be given. If the failed component is the classwork, the instructor may request that this work be completed again.
- If you have not taken any assessable tests, the final grade will be "Not taken"

Extraordinary Evaluation Call

In the extraordinary session, students will only take the assessment activities for the tests they did not pass.

Therefore, the final grade for this session will be calculated using the grades from the assessment activities passed in the regular session and the grades obtained in the re-evaluated activities.

The re-evaluation of the activities corresponding to SE1 will take place on the official date indicated for the extraordinary session.

For the early session: the same method as established in general will apply. Final exam 50%, group work 25%, and classwork 25%.



VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

VIII.-Teaching resources and materials

Basic bibliography

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Consultation bibliography



- Arcila Garrido, M., López Sánchez, J. A., & Fernández Enriquez, A. (2015). Rutas turístico-culturales e itinerarios culturales como productos turísticos: Reflexiones sobre una metodología para su diseño y evaluación. En J. de la Riva, P. Ibarra, R. Montorio, & M. Rodrigues (Eds.), *Análisis espacial y representación geográfica: innovación y aplicación* (pp. 463–471). Universidad de Zaragoza-AGE.
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- Richardson, G. (2017). *10 grandes rutas del mundo*. Siruela.
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Important websites:

- AIP: <https://www.interpretaciondelpatrimonio.com/es/>
- EUROPARC España: <http://www.redeuroparc.org/>
- ICOMOS: <https://www.icomos.es>
- OMT: <http://www.unwto.org>
- UNESCO: <https://es.unesco.org/>

IX.-Professors	
Name and surname	DIANA MORALES MANZANARES
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Category	Investigador
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0

No. of positive evaluations by Docencia	0
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Category	Titular de Universidad
Academic degree	Doctor
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	2
Number of sexennia	2
No. of positive evaluations by Docencia	2