

TEACHING GUIDE

RESOURCES AND DEVELOPMENT OF TOURISM IN THE AUTONOMOUS COMMUNITY OF MADRID

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 03-07-2026



I.-Subject Identification

Type	OPTATIVA
Teaching period	4 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

This subject is designed to provide students with the knowledge and analytical tools necessary to identify, interpret, and assess the tourism resources available in the Autonomous Community of Madrid. It also offers a framework for developing, implementing, and evaluating innovative market proposals within the tourism sector.

Throughout the course, students will explore the region's artistic, historical, cultural, environmental, and social dimensions from a professional perspective. Special attention will be given to understanding the main tourist attractions and heritage assets of both the city of Madrid and the wider region.

In addition, students will analyze a range of tourism products and services offered by public and private institutions, gaining insights into their role in the development, promotion, and positioning of the region as a competitive and sustainable tourist destination.

The course is closely linked to the broader subject of Spanish Tourist Resources, providing essential background for a comprehensive understanding of tourism planning and development in the Community of Madrid.

III.-Learning outcomes

CG05. Ability to organise and plan
CG06. Commitment to values.
CG16. Critical reasoning.
CG21. Ability to work in a team
CE02. Ability to analyse the impact of tourism.
CE17. Understanding of public planning objectives, strategy and instruments.

- 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

Thematic unit	Topic	Sections
	Topic 1 Introduction: Location and Administrative Organization	- Geographic location of the Community of Madrid - Political and administrative structure - Tourism-related administrative organization and governance - Sources for the study of tourism in the Community of Madrid.
I.-General characteristics of Community of Madrid	Topic 2: Physical Environment, Economy, and Society	- Physical environment: Relief and topography; Climate; Hydrography; Vegetation and fauna) - Population characteristics: Demographics and population distribution) - Economic activity: Main economic sectors - Protected natural areas and landscapes of interest
	Topic 3 Historical evolution of Madrid	- Origins: The Earliest Settlements - Medieval Madrid - The Modern Age: Madrid under the Habsburg and Bourbon Courts - Contemporary Period: 19th to 21st Centuries
II- Tourism System of the Community of Madrid: Demand, Categories and Development Strategies	Topic 4 Characteristics of Tourism	- Tourist Demand: Quantity and Characteristics - Tourism Offer: Characteristics - Main Tourist Categories - Tourism Flows and Seasonality - Tourism Stakeholders and Institutions - Development Programme and Strategic Actions - Sustainability and Innovation in Tourism
III- Tourist resources in the ACM	Topic 5 Resources and tourist development in the ACM	- Specific study cases: monuments, museums, tourist tours, historical gardens, tradition, arts and crafts, gastronomy, shows, etc.
	Topic 6 Tourist Region of Madrid	- Main tourist councils: El Escorial, Aranjuez, Alcalá de Henares, Chinchón, Buitrago de Lozoya, Navalcarnero, Nuevo Baztán... - Radial excursions: Toledo, Ávila, Segovia...



IV.B.-Training activities	
Type	Title
Practical sessions	Commentary and Critical Analysis of Documents / Scientific Publications Proposed by the Professor
Practical sessions	Consultation and Analysis of Tourism Data Published on Various Websites Related to the Tourism Sector in the Community of Madrid.
Practical sessions	Proposal of an Original One-Day Tourist Itinerary in the Community of Madrid
Group work	The purpose of this group project is to familiarize students with the process of consulting and analyzing diverse scientific and statistical sources related to the tourism sector in the Community of Madrid. Students will be expected to gather relevant information from reliable publications and official tourism data platforms in order to develop a comprehensive understanding of the current trends, challenges, and opportunities within the regions tourism industry. The submission deadline and presentation date will be determined and communicated by the professor.
Other activities	Excursions will be organized to visit sites or tourist resources related to the subject matter. Following each visit, students will be required to submit an evaluable report based on their observations and reflections.

V.-Student workload

Theoretical sessions	40
Resolution of exercises, problems, case studies, etc.	18
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	2
Academic tutorials	28
Related activities: conferences, seminars, etc.	20
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	35
Preparation for tests and/or exams	17
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 14	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: a) Study of a tourism segment within the Community of Madrid; b) Analysis of the evolution and prospects of a tourism destination. Preparation supported by audiovisual or computer media
Other activities	Week 5 to Week 13	Visits to tourism sites of interest in Madrid to study tourism resources and management. Various methodologies may be applied, including accessibility analysis and gamification.
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.
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.

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

Assessment System	Assessment Activity	Weight (Equivalent out of 10 points)	Recoverable in Extraordinary Call	Minimum Grade	Contents	Date
SE1. Written Test (Multiple Choice)	Individual exam covering theoretical and practical course content.	50% (5/10)	Recoverable – Same format as in the ordinary call	5 (if incorrect answers subtract points); 7 (if not)	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	30% (3/10)	Recoverable – Corrected version must be resubmitted and presented again	5	Topics assigned by the instructor 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	20% (2/10)	Not recoverable (Cumulative assessment)	No minimum grade required	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 the sum of the individual assessment components, provided the student has passed both SE1 (Written Test) and SE2 (Course Project) with a grade of at least 5. SE3 (Practical Exercises and Activities), which accounts for 20% of the final grade, is based on the completion rate of exercises. Completing 80% or more of the exercises will earn 100% of the grade for this section. If fewer than 40% of exercises and practical activities are completed, this section will be considered as zero in the final grade. There is no minimum grade required for this section to pass the course. Practical exercises and activities are not recoverable in the extraordinary evaluation call.

To pass the course, the total sum of all assessment components must be at least 5 out of 10. If a student fails to meet the minimum passing grade in any required component, the final grade will be below 5 (fail).

Extraordinary Evaluation Call

Students who do not pass the ordinary evaluation (due to failing one or more recoverable assessments or non-attendance) may take the extraordinary evaluation call to demonstrate their acquisition or development of the competencies outlined in the course syllabus.

Only SE1 (Written Test) and SE2 (Course Project) are recoverable in the extraordinary evaluation call. If a student passes all recoverable activities but the overall grade remains insufficient to pass the course, they may be allowed to retake one or all of the recoverable assessments during the extraordinary evaluation call.

Regarding the Course Project (SE2), if a group member did not participate in the group work, they must complete and present an individual project. If a group member fails or misses the oral presentation, they must complete the presentation during the extraordinary evaluation call.

Early Exam Call:

In accordance with Article 19.4 of the URJC Evaluation Regulations, students may request to take one of the two exam sessions



early, in September. The evaluation method will be similar to that of the ordinary exam call.

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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IX.-Professors

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Number of quinquennia	2
Number of sexennia	2
No. of positive evaluations by Docencia	2