



Teaching Guide

Teaching Guide				
Identifying Data				2020/21
Subject (*)	Tourism Promotion and Communication Skills		Code	662G01005
Study programme	Grao en Turismo			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	Basic training	6
Language	SpanishGalicianEnglish			
Teaching method	Hybrid			
Prerequisites				
Department				
Coordinador	León Sanjuán, María Victoria de	E-mail	victoria.de.leon@udc.es	
Lecturers	León Sanjuán, María Victoria de	E-mail	victoria.de.leon@udc.es	
Web				
General description	Interpretar e adaptar os diferentes códigos e canais comunicativos, así como entender a súas diferentes aplicacións e funcións específicas.			
	Coñecer os usos habituais da comunicación e promoción turística no eido do deseño de contidos, tanto impresos como audiovisuais ou multimedia.			
	Crear, dirixir e remodelar proxectos para a comunicación, publicidade e promoción turística.			
Contingency plan	1. Modifications to the contents 2. Methodologies *Teaching methodologies that are maintained *Teaching methodologies that are modified 3. Mechanisms for personalized attention to students 4. Modifications in the evaluation *Evaluation observations: 5. Modifications to the bibliography or webgraphy			

Study programme competences

Code	Study programme competences
A6	Ter unha marcada orientación de servizo ao cliente.
A8	Avaliar os potenciais turísticos e a análise prospectivo da súa explotación.
A13	Manexar técnicas de comunicación.
A24	Utilizar e analizar as tecnoloxías da información e as comunicacións (TIC) nos distintos ámbitos do sector turístico.
A28	Coñecer os obxectivos, a estratexia e os instrumentos públicos da planificación.
A33	Creatividade.
B1	Capacidade de análise e síntese.
B2	Comunicación oral e escrita en lingua nativa.
B3	Resolución de problemas.
B4	Razoamento crítico.
B5	Compromiso ético.



B6	Aprendizaxe autónoma.
B7	Adaptación a novas situacións.
C1	Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.
C2	Dominar a expresión e a comprensión de forma oral e escrita dun idioma estranxeiro.
C3	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
C4	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C5	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

Learning outcomes			
Learning outcomes		Study programme competences	
The key aim is to know the basics of Communication and its role in tourism promotion in order to face professional challenges from a complete and broad view.		A6	B1 C1
		A8	B2 C2
		A13	B3 C3
		A33	B4 C4
			B5 C5
			B6 C6
			B7 C7
			C8
To use communication technologies in different areas of the tourism sector.		A24	C3
To manage the language and basic communication tools.		A28	

Contents	
Topic	Sub-topic
1- Introduction.	1.1. Information and communication. 1.2. Codes and channels.
2- Tourism Communication.	2.1. Planning of tourism communication. 2.2. Tourism communication strategies. 2.3. Trends and creativity.
3- Print Media.	3.1. Historical evolution. 3.2. Typography, composition and grids. 3.3. Graphics, ink and paper management.
4- Audiovisual Communication.	4.1. Audiovisual language. 4.2. Pre-production: script, storyboard and art direction. 4.3. Production: video making. 4.4. Postproduction: editing, effects, graphics.
5- Digital Communication.	5.1. Multimedia language. 5.2. Design and interactivity. 5.3. Social networks and new media.
6- Project presentations.	6.1. Verbal and written communication 6.2. Online-offline projects.

Planning



Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Supervised projects	A13 A24 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	7	77	84
Workshop	A6 A8 A13 A24 A28 B4	10	10	20
Guest lecture / keynote speech	A13 A24 A28 C4 C5 C6 C7 C8	21	0	21
Objective test	A13 B1 B2 B3 B4 B7 C1	3	21	24
Personalized attention		1	0	1
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Supervised projects	Face-to-face teaching. Complete explanation at Campus Virtual (Moodle). - Long project: New concept of tourism product for defined target Making a flyer, promotional spot and web page. Spoken presentation in working groups (15 minutes). Online Classes: Same project in working groups on Teams
Workshop	Face-to-face teaching. There will be required a variety of tasks explained at the beginning of the course. Complete explanation at Campus Virtual (Moodle). - Short projects, hands-on learning. Theoretical implementation. All tasks are demanded and developed in groups. Online Classes: Same methodology in working groups on Teams
Guest lecture / keynote speech	Theoretical explanations with Power Point and audiovisual examples. Online Classes: Theoretical explanations on Teams
Objective test	Final exam on site of theoretical part. Online Exams: On Moodle

Personalized attention	
Methodologies	Description
Supervised projects	Personalized tutoring at class or at teacher's office.
Workshop	Please, by appointment, sending a mail to the teacher: victoria.de.leon@udc.es
Guest lecture / keynote speech	Face-to-face teaching.

Assessment



Methodologies	Competencies	Description	Qualification
Supervised projects	A13 A24 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	70% Parte práctica Realizarse un traballo final con exposición oral o último día de curso. Valorarase a orixinalidade, a viabilidade e o axuste dos obxetivos do proxecto ao público perseguido. Cada grupo de trabalo terá 15 minutos para presentar o seu proxecto.	70
Objective test	A13 B1 B2 B3 B4 B7 C1	Examen teórico tipo test e de respostas curtas Proba obxectiva de coñecementos sobre a parte xeral da asignatura.	30

Assessment comments

Online Teaching

40% evaluation online projects

60% evaluation final exam (on site)

Lockdown Plan (Online Teaching)

40% evaluation online projects

60% evaluation final exam (on line)

It is obligatory to pass each block for getting through the subject.

Passed parts will be kept for following calls.

Full information about the subject (notes, project specifications, delivery datas, personalized tutoring, etc) at Moodle platform.

Sources of information

Basic	· Campo, Sara y Yagüe, M. Jesús: Publicidad y promoción en las empresas turísticas. Madrid, Editorial Síntesis, 2011.· Bergström, Bo: Tengo algo en el ojo. Técnicas esenciales de comunicación visual. Barcelona, Promopress, 2009.· Leslie, Jeremy: Nuevo diseño de revistas. Barcelona, Gustavo Gili, 2000.· Bordwell, David y Thompson, Kirstin: El arte cinematográfico. Una introducción. Barcelona, Paidós, 1995.· Millerson, Gerald: Técnicas de realización y producción en TV. Madrid, IORTV, 2001. · Nielsen, Jakob: Usabilidad, diseño de sitios web. Madrid, Prentice Hall, 2000. · Pring, Roger: www.tipografía: 300 diseños tipográficos para sitios web. Barcelona, Gustavo Gili, 2000. · Linch, Patrick J. y Horton, Sarah: Principios de diseño básicos para la creación de sitios web. Barcelona, GG, 2000.
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Tourism Marketing/662G01016

Tourist Product Commercialisation/662G01031

The Image of Tourist Products and Destinations in the Media /662G01046

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.