



Teaching Guide

Identifying Data				2023/24
Subject (*)	Tourism Promotion and Communication Skills	Code	662G01005d	
Study programme	Grao en Turismo (a distancia)			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	Basic training	6
Language	SpanishGalicianEnglish			
Teaching method	Non-attendance			
Prerequisites				
Department	Socioloxía e Ciencias da Comunicación			
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	<p>Interpretar e adaptar os diferentes códigos e canais comunicativos, así como entender a súas diferentes aplicacións e funcións específicas.</p> <p>Coñecer os usos habituais da comunicación e promoción turística no eido do deseño de contidos, tanto impresos como audiovisuais ou multimedia.</p> <p>Crear, dirixir e remodelar proxectos para a comunicación, publicidade e promoción turística.</p>			

Study programme competences / results

Code	Study programme competences / results
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 / results		
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 A8 A13 A24 A28 A33	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
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 A13 A24 A28 A33	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
To use communication technologies in different areas of the tourism sector.	A6 A8 A13 A24 A28 A33	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
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To manage the language and basic communication tools.	A6 A8 A13 A24 A28 A33	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8

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- Project presentations	5.1. Verbal and written communication 5.2. Presentation design

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Supervised projects	A6 A8 A13 A24 A28 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	2	80	82
Workshop	A6 A8 A13 A24 A28 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	1	20	21
Guest lecture / keynote speech	A6 A8 A13 A24 A28 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	20	0	20
Objective test	A6 A8 A13 A24 A28 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	1	25	26
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. Full explanation at Campus Virtual (Moodle). - Long project: Presentation of a new concept of a tourism product for defined target. It will be also designed a flyer and a promotional spot. Spoken presentation in working groups (15 minutes).
Workshop	Face-to-face teaching. There will be required a variety of tasks explained at the beginning of the course. Full explanation at Campus Virtual (Moodle). - Short projects, hands-on learning. Theory lessons implementation. All tasks are demanded and developed in groups.



Guest lecture / keynote speech	Theory explanations with Power Point and audiovisual examples.
Objective test	Final exam on site of theoretical part.

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

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Objective test	A6 A8 A13 A24 A28 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	Examen teórico oral (vía Teams). Proba obxectiva de coñecementos sobre a parte xeral da asignatura.	60
Supervised projects	A6 A8 A13 A24 A28 A33 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	35% nota: Parte práctica 5% nota: Exposición oral do traballo o último día de curso. Valorarase a orixinalidade, a viabilidade e o axuste dos obxectivos do proxecto ao público perseguido.	40

Assessment comments
It is mandatory to pass each block for getting through the subject. Full information about the subject (notes, project specifications, delivery datas, personalized tutoring, etc) at Moodle platform.

Sources of information	
Basic	BIBLIOGRAFÍA COMPLEMENTARIA· 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.
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.