



## COURSE DESCRIPTIONS

### Bachelor's Degree in Tourism

➤ **1<sup>st</sup> year**

#### **6750 PRINCIPLES OF ECONOMICS**

##### **PART I: INTRODUCTION TO THE ECONOMY**

###### **Lesson 1: Fundamentals of the economy.**

- 1.1. Concept y method in economics.
- 1.2. Scarcity and need to choose: the frontier of production possibilities.
- 1.3. Resource assignation in a market economy system.
- 1.4. Efficiency, market failure and the State.

##### **PART II: MICROECONOMY**

###### **Lesson 2: Demand, offer, and price.**

- 2.1. Demand.
- 2.2. Offer.
- 2.3. Market balance.
- 2.4. Applications of demand and offer analysis.

###### **Lesson 3: Elasticity and its applications.**

- 3.1. Demand elasticity.
- 3.2. The elasticity of offer.
- 3.3. Applications of elasticity in demand and offer.

###### **Lesson 4: The firm: production and costs.**

- 4.1. Basic concepts.
- 4.2. The productive activity of the firm.
- 4.3. Production costs.

###### **Lesson 5: Perfect competition.**

- 5.1. Characteristics of competitive models.
- 5.2. Short-term competitive equilibrium.

###### **Lesson 6: Non-competitive markets.**

- 6.1. The monopoly.



6.2. Monopolistic competition.

6.3. The oligopoly.

## **PART III. MACROECONOMY**

### **Lesson 7. NATIONAL ACCOUNTING AND BASIC MACRO-ECONOMIC PROBLEMS.**

7.1. The objectives of the macroeconomy.

7.2. Gross National Product (GNP). Estimation methods.

7.3. Nominal GDP and economic growth rate.

7.4. Balance of Payments and exchange rates.

### **Lesson 8. THE ASSETS MARKET AND FISCAL POLICY.**

8.1. The components of aggregate demand.

8.2. The Keynesian model of income determination.

8.3. Tax policy.

### **Lesson 9. THE MONEY MARKETS AND MONETARY POLICY.**

9.1. Concept and functions of money.

9.2. Demand for money and monetary offer.

9.3. The money multiplier.

9.4. The ECB and monetary policy.

## **6751 WORLD GEOGRAPHY**

### **UNIT 1. FUNDAMENTALS OF GLOBAL GEOGRAPHY.**

**Lesson 1.** The Earth and the nature of geographic space. A preliminary reflection on global tourism destinations.

### **UNIT 2. INTRODUCTION TO PHYSICAL AND POLITICAL GEOGRAPHY OF THE WORLD.**

**Lesson 2.** The large units of land relief.

**Lesson 3.** The large bioclimatic zones of the Earth. Zonal classification of climates on earth, associated natural vegetation, landscapes and the environment.

**Lesson 4.** Political-administrative organization of the world: states, supra-state structures and international bodies.

### **UNIT 3. WORLD POPULATION AND ECONOMIC ORGANIZATION.**

**Lesson 5.** Populations of the world: evolution, contrasting spatial distribution and diversity of demographic structures and behavior.

**Lesson 6.** Spatial organization of economic activities: endogenous potentials and globalization.

### **UNIT 4. APPROXIMATION OF THE GEOGRAPHY OF TOURISM. AREAS FOR TOURISM.**

**Lesson 7.** Identification and analysis of tourism areas on a global scale. The complexity of the tourism offer and the typological diversity of tourism destinations.



## **6752 INTRODUCTION TO SOCIOLOGY**

### **UNIT 1. FUNDAMENTALS OF GLOBAL GEOGRAPHY.**

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**Lesson 4.** Political-administrative organization of the world at present: states, supra-state structures and international organisms.

### **UNIT 3. GLOBAL POPULATION AND ECONOMIC ORGANIZATION.**

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**Lesson 7.** Identification and analysis of tourism areas on a global scale. The complexity of tourism offers and the typological diversity of tourism destinations.

## **6754 GENERAL PRINCIPLES OF CIVIL LAW**

### **Lesson 1.- Introduction: Tourism.**

1. Tourism activity: cases and problems.
2. Tourism services, people involved and existing legal relations.

### **Lesson 2.- The individual and the Law.**

1. -Meanings of Law.
2. Public Law and Private Law.
3. The physical person.
4. Instruments: legal person, legal business.

### **Lesson 3.- The contract and obligations.**

1. Elements of the contract.
2. General conditions of contracting.
3. Electronic commerce.
4. Distance contracts and contracts outside the mercantile establishment.
5. Obligations and their sources.

### **Lesson 4.- Contractual and extracontractual responsibility.**



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1. Non-compliance of the contract: types.
2. Consequences of non-compliance with the contract.
3. Extracontractual damage.

## **Lesson 5.- Contracts in general applied to Tourism and particularities of the sector.**

1. Sales contract.
2. Leasing contract.
3. Leasing contracts of works and of services.
4. Deposit agreement.
5. Sponsorship contract.
6. Combined travel contract.
7. Timeshare contract for tourist properties.
8. Consumer arbitration.

## **Lesson 6.- Legal framework for historical-cultural heritage.**

1. Concept and assets that constitute historical-cultural heritage.
2. Legal situation of the owner.

## **6755 STATISTICAL TECHNICS**

### **Lesson 1 Concept and content of Statistics.**

- 1.1 Definition and branches of Statistics.
- 1.2 Interest in Statistics for the Tourism Manager.
- 1.3 Principal statistical concepts.
- 1.4 Sources of statistical information.
- 1.5 Statistics of the tourism sector in Spain.

### **Lesson 2 Statistics information.**

- 2.1 Characteristics of a population.
- 2.2 Sources of information.
- 2.3 Frequency distributions.
- 2.4 Graphical representations.

### **Lesson 3 Statistical analysis of a variable.**

- 3.1 Measures of position and central tendency.
- 3.2 Dispersion measures.
- 3.3 Measures of asymmetry and form.
- 3.4 Measures of concentration

### **Lesson 4 Statistical analysis of two or more variables.**

- 4.1 Bidimensional distributions.
- 4.2 Correlation and regression.



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## **Lesson 5 Statistical analysis of ordinal and categorical data.**

- 5.1 Statistics of an attribute.
- 5.2 Statistics of two attributes.
- 5.3 Contingency tables (h x k).
- 5.4 Correlation by ranges. Coefficients.
- 5.5 Mixed statistics.

## **Lesson 6 Time Series.**

- 6.1 Introduction. Concept and representation.
- 6.2 Components of a time series.
- 6.3 Tendency analysis.
- 6.4 Seasonal variations.
- 6.5 Cyclic component.
- 6.6 Autocorrelation and serial correlation.

## **Lesson 7 Index numbers.**

- 7.1 Concept and types.
- 7.2 Operations with indices.
- 7.3 Index of consumer prices and other indices.

## **Lesson 8 Theory of Probability and Models.**

- 9.1 Concepts of probability.
- 9.2 Random variables.
- 9.3 Characteristics of probability distributions.

## **6756 HISTORY OF ART**

### **Introduction**

- Concept and purpose of History of Art.
- The work of art as a language.

### **Antiquity.**

- The High Cultures: Egypt.
- The Classical World: Greece and Rome.

### **The Middle Ages.**

- The first Christian art and Byzantine Art.
- Islamic art and its expression in the Iberian Peninsula.
- Romanic art.
- Gothic art.



## **The Modern age.**

- The 14<sup>th</sup> c.
- Art of the 16<sup>th</sup> c.
- Baroque art.

## **Introduction to Contemporary Art**

- Neoclassicism and Romanticism.
- The second half of the 19<sup>th</sup> c.
- Artistic movements of the 20<sup>th</sup> c.

## **6757 INTRODUCTION TO TOURISM BUSINESS ADMINISTRATION**

### **Lesson 1.- MARKETS AND ORGANIZATIONS.**

- 1.1. The economic problem.
- 1.2. The division of work. Specialization. Coordination.
- 1.3. Description of coordination in the market and in the organization.
- 1.4. Markets and organizations: Information.
- 1.5. Analysis of Transaction Costs in the market and in the organization.

### **Lesson 2.- THE OBJECTIVES OF THE FIRM.**

- 2.1. Introduction to the objectives of the firm. The traditional economic proposal.
- 2.2. Agency theory: the firm as a nexus of contracts.
- 2.3. The creation of sustainable value as an objective.
- 2.4. Social responsibility of the firm.

### **Lesson 3.- THE MANAGEMENT OF THE TOURISM FIRM.**

- 3.1. The nature of managerial work.
- 3.2. Decisions and decision types.
- 3.3. The decision-making process.
- 3.4. Managerial levels.

### **Lesson 4.- PLANNING AND CONTROL.**

- 4.1. The planning process.
- 4.2. Elements of planning.
- 4.3. Supervision in the firm.
- 4.4. Types of supervision.
- 6.5. Planning-control integration.

### **Lesson 5.- ORGANIZATIONAL DESIGN OF THE FIRM I.**

- 5.1. Concept of organizational structure.
- 5.2. Diversity of approaches to the design of the organizational structure.
- 5.3. Structural dimensions.
- 5.4. Structural formation and development processes.



## **Lesson 6.- ORGANIZATIONAL DESIGN OF THE FIRM II. BASIC STRUCTURAL MODELS AND DIMENSIONS.**

- 6.1. Elements that constitute the formal organizational structure.
- 6.2. Basic structural models.
- 6.3. New organizational models.

## **Lesson 7.- INTRODUCTION TO HUMAN RESOURCES MANAGEMENT.**

- 7.1. Introduction.
- 7.2. Entry of workers in the firm.
- 7.3. Training in the firm.
- 7.4. Staff motivation.
- 7.5. Evaluation of performance, rewards, and incentives.

## **6758 HISTORICAL AND CULTURAL PROCESSES**

- 1.- Introduction: Prehistory.**
- 2.- Antiquity.**
- 3.- The Middle Ages.**
- 4.- The modern world.**
- 5.- The contemporary world.**

## **6759 TOURISM MARKETING**

### **PART I. MARKETING IN THE TOURISM FIRM.**

#### **1. Tourism marketing.**

- 1.1. Marketing as a philosophy and activity.
- 1.2. Evolution of the marketing function: market orientations-
- 1.3. Does the market create needs?
- 1.4. The commercial function of the tourism firm.
- 1.5. Differentiating characteristics of tourism services and their implications for marketing.

#### **2. Analysis of the business environment, tourism markets and tourism demand.**

- 2.1. Management of the business environment.
- 2.2. Analysis of the micro-business environment of the firm.
- 2.3. Analysis of the macro-business environment of the firm.
- 2.4. Principal aspects and tendencies in the tourism environment.
- 2.5. Principal determinants of tourism demand.
- 2.6. Present day tendencies of tourism demand.
- 2.7. Demand forecasts.

#### **3. Segmentation of tourism markets.**

- 3.1. Introduction.



- 3.2. The concept of market segmentation and their usefulness.
- 3.3. Requirements so that segmentation is effective.
- 3.4. Segmentation variables most used in tourism.
- 3.5. Tourism of businesses and holiday tourism.
- 3.6. Application of segmentation to the design of the commercial strategy of firms and tourism destinations.
- 3.7. Segmentation methods.

## **PART II: THE CONSUMER AND COMMERCIAL INVESTIGATION.**

### **4. Behavior of the consumer in tourism.**

- 4.1. The study of consumer behavior in tourism.
- 4.2. The process of consumer purchasing decisions in relation to tourism services.
- 4.3. Internal conditioners of tourist behavior.
- 4.4. External conditioners of tourist behavior.
- 4.5. Post-purchase attitudes.
- 4.6. Specific characteristics of the holiday-trip purchasing behavior.
- 4.7. Sources of information and reservations channel of the present-day tourism consumer.
- 4.8. Models on the behavior of consumer purchasing.

## **PART III: THE VARIABLES OF THE MARKETING MIX.**

### **5. Formulation of the tourism product.**

- 5.1. The product as a marketing variable.
- 5.2. The importance of differentiating the product.
- 5.3. Branding policies in the tourism sector.
- 5.4. The specific product of individual operators and the “current tourism product” concept.
- 5.5. The tourism product over the past forty years: the tourism packet.
- 5.6. Development and evolution of tourism products.

### **6. Pricing policies in the tourism sector.**

- 6.1. The concept of the price and its importance as a commercial instrument of the firm.
- 6.2. Characteristics of tourism services that influence pricing.
- 6.3. Tactical and strategic pricing in the tourism sector.
- 6.4. Conditioners in the setting of prices for tourism services.
- 6.5. Methods of setting prices in the tourism sector.
- 6.6. Price strategies in the tourism sector.
- 6.7. Yield management.

### **7. Tourism promotion.**

- 7.1. Tourism promotion. The promotional mix.
- 7.2. The role of publicity in the tourism sector.
- 7.3. Public relations in the tourism sector and their great importance.
- 7.4. Promotion of sales and merchandising in the tourism sector.
- 7.5. Personal sales actions in the tourism sector.
- 7.6. Tourism brochures and other sales materials.





7.7. Tourism fairs as a marketing instrument.

7.8. Tourism promotion and ITCs.

7.9. Promotional strategies.

## **8. Distribution channels in the transport industry and in tourism.**

8.1. The distribution function in tourism.

8.2. Principal channels of distribution in tourism.

8.3. Indirect distribution channels.

8.4. Direct distribution channels.

8.5. Aspects to consider in the selection of distribution channels.

8.6. The relations between members of the channel. Management of the distribution channel.

## **PART IV. MARKETING PLAN**

9. Marketing Plan.

➤ **2<sup>nd</sup> year**

### **6760 Production Operations and Processes**

#### **PROGRAM OF PRODUCTION OPERATIONS AND PROCESSES.**

**Lesson 1:** Introduction to the management of operations in the tourism firm.

Strategic decisions in the management of operations.

**Lesson 2:** Decisions relating to the capacity and the dimensions of tourism firms.

**Lesson 3:** Decisions relating to the localization of tourism firms and their physical distribution.

**Lesson 4:** Decisions relating to products and services and their characterization.

**Lesson 5:** Productive processes of hostelry and tourism accommodation firms.

**Lesson 6:** Productive processes of tourism intermediation.

**Lesson 7:** Productive processes of complementary leisure firms.

### **6761 FINANCIAL ACCOUNTANCY**

#### **Lesson 1**

1. System of accounting information.

#### **Lesson 2**

2. Situation relating to the assets of the firm.

#### **Lesson 3**

3. Registry of accounting transactions.

#### **Lesson 4**

4. The accounting cycle.

#### **Lesson 5**



5. The accounting cycle II.

## **Lesson 6**

6. Inventories.

## **Lesson 7**

7. Purchases and sales.

## **Lesson 8**

8. Income and expenditure.

## **Lesson 9**

9. The annual accounts.

## **6762 The Tourism Market: Analysis and Perspectives**

### **1. Concepts, definitions and tourism-related elements.**

- 1.1 Definition and tourism-related concepts. Tourism indicator.
- 1.2 The economic impacts of tourism. Added value, employment, tax income and prices.
- 1.3 Tourism flows: evolution of international tourism. International scenario of tourism.
- 1.4 Statistical sources of the tourism sector.
- 1.5 Brief history of tourism.

### **2. Tourism as an economic activity. Characteristics of tourism markets.**

- 2.1 The contribution of the tourism sector to GNP.
- 2.2 El tourism sector and the generation of income and employment.
- 2.3 Tourism production and consumption.
- 2.4 The reception capacity (tourist carrying capacity): concept, dimensions and perspectives.
- 2.5 Offer, demand and pricing policy.
- 2.6 Influence of the economy on tourism consumption.
- 2.7 The balance of payments of tourism.
- 2.8 Spain in the international context: competitive position.

### **3. The Spanish tourism model.**

- 3.1 The development of tourism activity in Spain.
- 3.2 The strategic role of tourism in the Spanish economy.
- 3.3 Towards a new model of tourism in Spain.
- 3.4 Structure and panorama of the tourism market in Spain and in Castile and Leon.

### **4. Analysis of tourism demand. Fundamentals, tendencies and segmentation.**

- 4.1 Factors of tourism demand.
- 4.2 Seasonality, elasticity and tendencies of tourism demand.
- 4.3 Segmentation of tourism demand.
- 4.4 Structure of tourism demand in Spain.



## **5. Analysis of the tourism offer. Structure, integration and tendencies.**

- 5.1 General tourism services.
- 5.2 Intermediation services. Organization of the market.
- 5.3 Tourism accommodation services.
- 5.4 Hostelry services.
- 5.5 Transport services.
- 5.6 Animation and events services.
- 5.7 Information services.
- 5.8 Other services.

## **6. Taxonomy of the tourism offer.**

- 6.1. Business tourism, conventions, congresses, and incentives.
- 6.2. Cultural tourism.
- 6.3. Language and educational tourism.
- 6.4. Health tourism: spas.
- 6.5. Religious tourism.
- 6.6. Sun and beach tourism.
- 6.7. Outdoor and adventure tourism.
- 6.8. Nature tourism and ecotourism.
- 6.9. Rural tourism and agrotourism.
- 6.10. Nautical tourism.
- 6.11. Industrial tourism.
- 6.12. Enological tourism and enotourism.
- 6.13. Gastronomic tourism.
- 6.14. Gaming and casino tourism.
- 6.15. Shopping tourism.
- 6.16. Musical tourism.
- 6.17. Literature tourism.
- 6.18. Solidarity (voluntary) tourism.
- 6.19. Residential tourism and property tourism.
- 6.20. Theme parks.

## **7. Commercialization of the tourism product.**

- 7.1. Package tourism.
- 7.2. Informative-private tourism activities.
- 7.3. Tourism insurance policies.
- 7.4. Publications and travel guides.

## **8. Tourism policy in a context of globalization.**

- 8.1. Tourism policy as a part of public policy.
- 8.2. Tourism as an element for economic development.
- 8.3. Leisure and tourism as a social-welfare objective.
- 8.4. Globalization and tourism policy.



## **9. Tourism policy in Spain.**

- 9.1. Introduction.
- 9.2. The initial years: 1951 to 1962.
- 9.3. Tourism development from 1962 to 1974.
- 9.4. Modernization from 1974 to 1982.
- 9.5. Institutional adaptation: 1982 to 1991.
- 9.6. Innovation: 1991 to 1996.
- 9.7. Cooperation: 1996 to 2004.
- 9.8. Tourism policy 2007 to 2011.
- 9.9 The new tourism policy 2012 to 2016
- 9.10. Central tourism administration.
- 9.11. National "Paradores" (State-run hotels).
- 9.12. Autonomous Region and local tourism administration.

## **10. Tourism planning and territorial planning.**

- 10.1. Strategic planning of tourism.
- 10.2. Planning of tourism areas.
- 10.3. Territorial planning.
- 10.4. Tourism and the environment. The development of sustainable tourism.

## **6763 INTRODUCTION TO MERCANTILE LAW**

### **1.- CONCEPT AND CHARACTERISTICS OF MERCANTILE LAW.**

- I. Concept of Mercantile Law.
- II. Economic constitution and mercantile law.
- III. Meaning of the theory of sources of mercantile law.
- IV. Mercantile laws.
- V. Mercantile uses.
- VI. Mercantile courts.
- VII. The Spanish Constitution and Mercantile law

### **2.- THE ENTREPRENEUR.**

- I. Preliminary notions.
- II. The individual entrepreneur.
- III. The social entrepreneur.
- IV. The tourist entrepreneur.
- V. Business collaborators.
- VI. The Mercantile Register.

### **3.- THE ANONYMOUS SOCIETY.**

- I. Basic concepts.
- II. Constitution of the company.



- III. Social organs.
- IV. Amendment of Statutes.
- V. Dissolution and winding-up of the company.

#### **4.- THE COMPANY OF LIMITED LIABILITY.**

- I. Basic concepts.
- II. Constitution of the company.
- III. Social organs.
- IV. Modification of the Statutes.
- V. Dissolution and winding-up of the company.
- VI. The Company of Limited Liability “New Firm”.

#### **5.- COMPETITION LAW.**

- I. Protection of free competition.
- II. Prohibition of unfaithful competition.
- III Advertising.
- IV. Brand-name protection.

#### **6.-BASIC CONTRACTUAL TYPES.**

- I. Sales and supply contracts. (Civil reference)
- II. Financing contracts.
- III. Deposit agreement.
- IV. Collaborative contracts.
- V. Distribution contracts.
- VI. Guarantee contracts.
- VII. Transport contracts.
- VIII. Insurance contract.

#### **7.- TOURISM CONTRACTS.**

- I. Preliminary definition.
- II. The combined travel contract. Dynamic packets.
- III. Shared time: the contract for the acquisition of timeshare rights for the use of tourism properties (Multi-ownership).
- IV. The Condominium contract.
- V.- The tourism accommodation contract:
  - 1.- The tourism accommodation contract in hotels and other accommodation.
  - 2.- Examples of private accommodation.
- VI.- Inter-business contracts:
  - 1.- The quota allocation arrangement contract for the reservation of accommodation.
  - 2.- The hotel management contract.
  - 3.- The franchise contract.
- VII. Tourism hostelry, vehicle leasing, intermediation and other ancillary sectors of the tourism offer.

## **8.- MEANS OF PAYMENT.**

- I. Introduction.
- II. The letter of exchange.
- III. The cheque.
- IV. The I.O.U.
- V. Bank transfers.
- VI. Credit cards.

## **6764 NATURAL AND CULTURAL HERITAGE**

### **Natural heritage (2 credits) and Cultural (4 credits)**

#### **I.- Cultural heritage.**

Definition, origin and evolution of the concept.

#### **II.- Norms, Types and Categories of Cultural Heritage.**

- 1.- Relevant legislation (Ley16/1985 del Patrimonio Histórico Español. La Ley 12/2002 del Patrimonio Cultural of Castilla y León. El Reglamento of 2007 para la Protección del Patrimonio Cultural of Castilla y León).
- 2.- Special heritage. – Typology by legal criteria. – Typology by disciplinary criteria.
- 3.- Categories of Bienes de Interés Cultural (Assets of Cultural Interest), according to Law 16/1985 on Spanish Historic Heritage. – Levels of protection in the legislation. - Castile and Leon, a current diagnosis.

#### **III.- The management of Cultural Heritage. The institutional framework.**

- 1.- The administrative framework. 2.- Functions of Heritage Management: Knowledge. Planning. Control. Publicity.

#### **IV.- Cultural Heritage and Society.**

- 1.- The social use of Heritage. 2.- Cultural tourism. 3.- Heritage and cultural tourism. 4.- Towards new heritage policies: the new challenges.

#### **V.- Natural heritage. Concepts.**

The complex conception of heritage. Heritage typologies. Basic classification. Natural heritage and related concepts. Natural heritage, human activity, territory and landscape.

#### **VI.- Natural heritage, territory and society.**

Evolution of conservation criteria of the natural spaces: National parks and strategies and international measures to conserve global biodiversity. The Natural Heritage. Regulatory framework. Areas of natural heritage in Spain: from the place to the landscape. Natural heritage: beyond ecological value.



## **6765 TOURISM DISTRIBUTION AND COMMUNICATION**

### **I INTRODUCTION**

#### **Lesson 1. THE ROLE OF MARKETING IN THE STRATEGIC PLANNING OF TOURISM DESTINATIONS.**

1. The importance of tourism for the economics of tourism destinations.
2. Strategies and investments in tourism.

#### **Lesson 2. THE MARKETING OF TOURISM DESTINATIONS.**

1. Introduction to destination marketing.
2. Tourism as a development option.
3. Intervention in destination planning.
4. Sustainable tourism.

### **II TOURISM DISTRIBUTION**

#### **Lesson 3. TOURISM DISTRIBUTION STRATEGIES.**

1. The concept and functions of tourism distribution.
2. Organization and behavior of the distribution channels.
3. Responsibility of the members of the channel and the suppliers.
4. Localization of the business. Typology and strategic decisions.

#### **Lesson 4. THE NEW TECHNOLOGIES IN TOURISM DISTRIBUTION.**

1. The importance of new technologies in the tourism sector.
2. The impact of electronic mail (e-mail) in the structure of the tourism industry.
3. Repercussions of the new technologies on tourism providers.
4. Tourism intermediaries: the challenges of e-mail and related strategies.
5. E-mail and the tourism consumer.

### **III TOURISM COMMUNICATION**

#### **Lesson 5. COMMERCIAL COMMUNICATION STRATEGIES.**

1. Firm and commercial communication in tourism.
2. Communication tools in tourism.
3. The communication plan in tourism.

## **6767 MANAGEMENT AND PRODUCTION OF ACCOMMODATION AND INTERMEDIATION FIRMS**

**Lesson 1:** Suppliers of services and tourism intermediation firms.

**Lesson 2:** The travel agency. Organization and management.

**Lesson 3:** Intermediation of tourism services: accommodation, hostelry, transport, other services.

**Lesson 4:** The creation of tourism packets and their intermediation.

**Lesson 5:** The hotel industry and its management. Hotel departments.



**Lesson 6:** Accommodation area: departments and management.

**Lesson 7:** Food and drinks area: departments and management.

**Lesson 8:** Administrative-commercial area: departments and management.

**Lesson 9:** Security and maintenance in the hotel.

**Lesson 10:** Quality in tourism firms.

## **6768 TOURISM ADMINISTRATIVE LAW**

### **LEGAL-ADMINISTRATIVE NOTIONS OF TOURISM**

#### **Lesson 1. FUNDAMENTALS OF ADMINISTRATIVE INTERVENTIONS IN TOURISM.**

1. The multidimensionality of tourism activities.
2. Modes of administrative action. Tourism-related administrative powers.
3. The historic evolution of administrative interventions in the practice of tourism.

#### **Lesson 2. THE ADMINISTRATIVE ORGANIZATION OF TOURISM.**

1. Spanish public administrations with competence in matters of tourism.
2. The constitutional system of the distribution of competencies between the State and the Autonomous Regions.

#### **Lesson 3. THE ADMINISTRATIVE PROCEDURE**

1. Concept and regulation of administrative procedure in the legal-administrative order.
2. The general principles of administrative procedure.
3. The subjects of the administrative procedure.
4. Procedural phases: (I) Initiation, (II) Case management, (III) Instruction, and (IV) Termination.

#### **Lesson 4. THE ADMINISTRATIVE ACTION.**

1. Concept, elements classes of administrative actions.
2. Administrative silence: classes and effects.
3. Efficacy of the administrative action.
4. Presumption of validity and implementation.
5. Means of forced implementation.
6. The invalidity of the administrative act: nullity and annullability.

#### **Lesson 5. CONTROL OVER THE ACTIVITY OF PUBLIC ADMINISTRATION.**

1. Administrative appeals.
2. Classes of administrative appeals: appeal for review, appeal for reconsideration of the decision, and extraordinary appeal for review.



## **ADMINISTRATIVE INTERVENTION IN MATTERS OF TOURISM**

### **Lesson 6. ADMINISTRATIVE INTERVENTIONS IN TOURISM LAND-USE PLANNING, PROMOTION, PLANNING, ARBITRATION AND DELIVERY OF TOURISM SERVICES.**

1. The activity of tourism land-use planning.
2. The promotion of tourism activity: activities of tourism promotion and development.
3. The administrative activity of tourism planning.
4. The administrative activity of tourism service delivery.

### **Lesson 7. TOURISM INSPECTION.**

1. Foundation and nature of the authority to inspect tourism establishments.
2. Tourism inspection.
3. Obligatory inspections and responsible bodies.

### **Lesson 8. ADMINISTRATING SANCTIONING ACTIVITY IN THE TOURISM SECTOR.**

1. Sanctioning powers of the Administration in tourism-related matters.
2. The principle of legality and the reserve of the Law in tourism-related matters.
3. The requirement for the definition of the infringement and tourism-related fines.
4. Tourism-related infringements.
5. Tourism-related fines.
6. The affected party of a tourism fine.
7. The sanctioning procedure in tourism.

## **THE ADMINISTRATIVE INTERVENTION ON SOME OF THE PRINCIPAL TOURISM AGENTS**

### **Lesson 9. TOURISM ACCOMMODATION ESTABLISHMENTS.**

1. Concept and regulation.
2. Typology of the tourism offer.

### **Lesson 10. TOURISM GUIDES.**

1. The legal framework of regulations concerning the profession of the tourism guide.
2. The concept of the tourism guide.
3. Freedom of establishment and service as a tourism guide.

## **6770 CHINESE LANGUAGE AND CULTURE I**

**Introduction to the study of the Chinese language. The languages of China. Linguistic geography of the Chinese language.**

**Spoken languages:** Hanyu, Guanhua, Guoyu, Putonghua, national phonetic system of Taiwan.

**Written language:** origin and evolution of the written language. Basic calligraphic strokes of the characters. Analysis of character elements. Simplified characters and traditional Wenyan and Baihua.

**Linguistic policy:** Linguistic reforms. Standardization of the spoken language. Standardization of the written language. Transcription systems: Pinyin and Wade-Giles. Problems for the application of Western grammatical categories to the Chinese language.

Pinyin: sounds and transcription.

**Phonology:** phonology of the modern Chinese language. The dialect of Beijing as a pronunciation model. Tones. Vowels and consonants, initial and final. Intonation.

**Morphology:** structure of written Chinese characters. Principles of character formation. Etymology of the radicals. Basic characters, pictograms and ideograms, phonetic compounds and other types of characters. Traditional and simplified characters. Number of characters. Principles of word formation: monosyllables, polysyllables, neologisms.

**Syntaxis:** typological characteristics of the Chinese language: Subject-verb-object; adjective-noun; classifiers- numerals. The simple sentence. The affirmative sentence. The negated sentence. The interrogative sentence.

**Vocabulary:** Basic expressions of courtesy. The numbers from 1 to 100. Some expressions to learn. Personal pronouns; nationalities; most common Chinese surnames. Obtaining information on the day, the month, and the year. How to write a letter. Expressions for giving and obtaining information on age, professional condition, addresses and telephone numbers. Expressions on social titles.

**Lexicography.**

Lexicography: classification of Chinese characters. Classification by radical and classification of characters with obscure radicals. The order of the strokes. Use of the dictionary.

**Learning objectives for the use of the Chinese language and its culture.**

Presential classes will be divided into two parts:

1. Practical classes: with the object of teaching oral expression and comprehension of the Chinese language. At first, much emphasis will be placed on the pronunciation of those sounds that are non-existent in the mother tongue of the student. Student practices will be done through the following exercises:

- a) • Exercises that practice repetition.
- b) • Listening comprehension practices.
- c) • Role playing dialogues in class that students will have previously memorized.
- d) • Learning of Chinese poetry.

2. Theoretical classes: will have the purpose of imparting the theoretical bases of both the language and the culture and of clarifying those doubts that may arise during the practical classes. There will also be a focus on the writing of characters, the radicals and the order of strokes. The use of the dictionary will be explained.

**Main textbook** "El Nuevo Libro of Chino Práctico 1". Selection of 1 to 6 or 7 depending on the academic calendar and the Great Wall Chinese method Whiteboard digital edition depending on the availability of the digital whiteboard in the classroom.

Hanban (2009), El Nuevo Libro of Chino Práctico, Hanban, Beijing.



# UNIVERSIDAD DE BURGOS

Language & Culture University Press, Beijing, China, ISBN 978-7-5619-2346-7/H. 09098, service@blcup.net

Hanban (2009), Great Wall Chinese Textbook 1, Beijing Language and Culture University Press Beijing, China ISBN 978-7-5619-1479-3/H.05077

## **Cultural Topics.**

1. Political division of present-day China.
2. Cities and autonomous regions in modern China and zones under special administration.
3. Tourist resorts and historical monuments in China today.
4. "The Beijing Man" and Zhouhoudian versus Atapuerca.
5. The sacred mountains of China.
6. Las Tumbas de Ming y la Terracotta de Xi An - The tombs of the Ming dynasty and the "Terracotta of Xi An".
7. An introduction to Chinese philosophical thoughts.
8. An introduction to Chinese calligraphy.
9. An introduction to Chinese painting.
10. Chinese feast days and festivals.

## ➤ **3<sup>rd</sup> year**

### **6771 ACCOUNTING FOR COST CALCULATION AND CONTROL.**

#### **FUNDAMENTALS FOR COST CALCULATION AND CONTROL**

##### **Lesson 1. ACCOUNTING FOR COST CALCULATION AND CONTROL: INFORMATION THAT CREATES VALUE.**

- 1.1. What is accounting for cost calculation and cost control?
- 1.2. Differences between cost calculation and cost control accounting and financial accounting.
- 1.3. The decision-making process and control.
- 1.4. The role of accounting for cost calculation and control in the achievement of efficiency in the value chain.
- 1.5 ethics in cost calculation and control.
- 1.6. Standardization in cost calculation and control.
- 1.7. Historical-conceptual evolution.
- 1.8. Bibliography.
- 1.9. Practical activities.

##### **Lesson 2. COST: CONCEPT AND CLASSIFICATION.**

- 2.1. Concept of cost.
- 2.2. Distinction between costs and expenditure.
- 2.3. Classes of costs.



- 2.3.1. Direct and indirect costs.
- 2.3.2. Variables, fixed, mixed, and stepped costs.
- 2.3.3. Product costs and accounting period costs.
- 2.3.4. Relevant, irrelevant and sunken costs.
- 2.3.5. Opportunity costs.
- 2.3.6. Costs of the activity and of the subactivity.
- 2.3.7. Real and envisaged costs.
- 2.4. Cost relativity.
- 2.5. Bibliography.
- 2.6. Activities.

### **Lesson 3. METHODOLOGY FOR COST CALCULATION: INORGANIC AND ORGANIC MODEL.**

- 3.1. Introduction.
- 3.2. The inorganic model.
- 3.3. The organic model.
  - 3.3.1. Classification phase.
  - 3.3.2. Localization phase.
  - 3.3.3. Assignment phase.
- 3.4. Calculation methods: principles and classes.
  - 3.4.1. Principles.
  - 3.4.2. Classes.
- 3.5. Bibliography.
- 3.6. Practical activities.

### **Lesson 4. COST OF PRODUCTIVE FACTORS AND SERVICES IN FORMS FROM THE TOURISM SECTOR.**

- 4.1. Materials and other storable items.
  - 4.1.1. Concept and classification.
  - 4.1.2. The function of provision or purchase of materials.
  - 4.1.3. Valuation of the input cost of the materials into the storage.
  - 4.1.4. Valuation of the output cost of the materials into the storage.
- 4.2. Workforce costs.
  - 4.2.1. Concept.
  - 4.2.2. Classification of the workforce.
  - 4.2.3. Remuneration or direct and indirect components of the workforce.
  - 4.2.4. Control of working hours.
- 4.3. General costs.
  - 4.3.1. Concept and classes.
  - 4.3.2. Depreciation.
  - 4.3.3. Exterior services and other general costs.
  - 4.3.4. The financial cost and management accounting: opportunity costs.
- 4.4. Bibliography.
- 4.5. Practical activities.



## **Lesson 5. CALCULATION OF COSTS AND RESULTS FOR DECISION-MAKING IN TOURISM-SECTOR FIRMS.**

- 5.1. Concept of combined production/performance and outputs Obtained.
- 5.2. Joint costs assignation methods.
  - 5.2.1. For products or services with no subsequent treatment at the separation point.
  - 5.2.2. For products or services with subsequent treatment at the separation point.
- 5.3. Valuation of the subproducts.
- 5.4. Decision making in combined production/delivery.
- 5.5. Cost-volume-benefit analysis and decision-making.
- 5.6. Bibliography.
- 5.7. Practical activities.

## **6773 MANAGEMENT OF HUMAN RESOURCES IN THE TOURISM FIRM.**

### **Lesson 1.- INTRODUCTION TO HUMAN RESOURCES MANAGEMENT.**

- 1.1. Introduction.
- 1.2. Developments in the Human Resources function of the firm.
- 1.3. Current approaches towards Human Resources Management.
- 1.4. Functions in the Management of Human Resources.
- 1.5. The generation of human capital as a source of competitive sustainable advantage.

### **Lesson 2- ANALYSIS OF THE EMPLOYMENT POSITION.**

- 2.1. Analysis of the employment position.
- 2.2. Computerized personnel inventory.
- 2.3. Personnel planning.

### **Lesson 3.- INCORPORATION, RETENTION, AND DISMISSAL OF PERSONNEL.**

- 3.1. Recruitment.
- 3.2. Selection.
- 3.3. Contracting.
- 3.4. Integration.
- 3.5. Severance of workforce and conflict negotiation.

### **Lesson 4.- TRAINING.**

- 4.1. Why firms train?
- 4.2. Appropriation of the training results.
- 4.3. The Training plan of the firm and types of training.

### **Lesson 5.- DEVELOPMENT OF THE PROFESSIONAL CAREER AND INTERNAL PROMOTION.**

- 5.1. Introduction.
- 5.2. Key factors in the development of the professional career.

5.3. Internal promotion: costs of influence and other negative consequences of promotion systems.

**Lesson 6.- REMUNERATION.**

- 6.1. Introduction.
- 6.2. Forms and functions of remuneration.
- 6.3. Incentives for individual performance.
- 6.4. Group payment of incentives.
- 6.5. Job performance and evaluation.
- 6.6. Performance evaluation.

**Lesson 7.- ETHICS AND SOCIAL RESPONSIBILITY OF THE FIRM.**

- 7.1. Social responsibility of the firm.
- 7.2. Worker commitment.
- 7.3. Ethical questions concerning labor relations.

## **6774 FINANCIAL MANAGEMENT OF TOURISM ACTIVITIES**

**Lesson 1. FINANCIAL MANAGEMENT OF TOURISM ACTIVITIES.**

1. Introduction.
2. Concept: Tourism activity.
3. Financial Management and financial objective.
4. Financial Management in the balance of tourism firms.
5. Cycles of the firm and financial decisions.

**Lesson 2. SHORT-TERM FINANCIAL DECISIONS: OPERATING DECISIONS.**

1. Short-term financial management.
2. The financial balance of the firm: Working capital.
3. The duration of the exploitation cycle: average maturity period.
4. Short-term financial decisions.

**Lesson 3. LONG-TERM FINANCIAL DECISIONS: INVESTMENT DECISION I.**

1. Introduction.
2. Investment decision in real assets or budgetary assignation of capital.
3. The investment process in the firm: Stages.
4. Stage 2: Estimation of the financial dimension of investment projects.

**Lesson 4. LONG-TERM FINANCIAL DECISIONS: THE INVESTMENT DECISION II.**

1. Stages 3 and 4: Valuation and selection of investments.
2. Valuation methods by approximation and investment selection: the pay-back criterion.
3. Classic criteria of valuation and selection of investments: Present Net Value (PNV), Internal Rate of Return (IRR) and Average Internal Rate of Return (AIRR).
4. Critical examination and comparison of classic criteria: PNV and AIRR.



## **Lesson 5. LONG-TERM FINANCIAL DECISIONS: DECISIONS ON FINANCING AND DIVIDENDS AND COST OF CAPITAL.**

1. Introduction: financial resources in the firm.
2. Concept of cost of capital.
3. Financing sources and financing decisions.
4. The cost of different sources of financing.
5. Average weighted cost of capital.

## **Lesson 6. THE AMBIT OF FINANCIAL DECISIONS: THE FINANCIAL SYSTEM.**

1. The financial system: concept and functions.
2. Financing intermediaries.
3. Financial assets.
4. Financial markets.

## **6775 STRATEGIC MANAGEMENT OF TOURISM ACTIVITIES.**

### **Lesson 1. The nature of the strategic management.**

- Strategic decisions.
- The process of the strategic decision and responsibility.
- Deliberate strategy versus emergent strategy.
- The development of strategic management.
- Particularities of the strategic management of tourism firms.

### **Lesson 2. Value creation and interest groups. The governance of the firm.**

- Value creation as an objective of the firm.
- Interest groups in the firm.
- Governance of the firm.
- The concept of value creation of the firm.

### **Lesson 3. Objectives and values of the firm.**

- The future orientation of the firm.
- Strategic objectives.
- Social responsibility of the firm.
- Business ethics.

### **Lesson 4: Analysis of the general business environment.**

- The business environment of the firm.
- Analysis of the general business environment.

### **Lesson 5: Analysis of the specific business environment.**

- Boundaries of the competitive environment.
- Model of the 5 forces of Porter.
- Strategic groups.



- Analysis of competitors.

## **Lesson 6: Internal analysis of the firm.**

- Internal diagnosis of the firm.
- The value chain.
- Benchmarking.
- SWOT analysis.

## **Lesson 7: Analysis of resources and capabilities.**

- The analysis of resources and capabilities.
- Identification of resources and capabilities.
- Strategic evaluation of resources and capabilities.
- The management of resources and capabilities.

## **Lesson 8: Strategies and competitive advantages.**

- Strategy and competitive advantage.
- Competitive advantage in costs.
- Competitive advantage in differentiation.
- The enlargement of the competitive strategies of Porter.

## **Lesson 9: Strategic options.**

- Growth and development in the firm.
- Directions of the development of strategy.  
Expansion, In-depth examination, Product development, Market development, Diversification, Restructuring.
- Methods of strategic development.

## **Lesson 10: Evaluation of the introduction of Strategies.**

- Evaluation and selection of Strategies.
- Implantation of strategy.
- Organizational change.

## **6776 TAX MANAGEMENT OF TOURISM FIRMS**

### **Lesson 1.- INTRODUCTION TO THE SPANISH TAX SYSTEM.**

1. Introduction.
2. Classification of income from various different perspectives.
  - 2.1 State, regional and local taxes. Special reference to VAT.
  - 2.2 Income tax, tax on expenditure and on assets.
3. Rights of the tax payer.
4. Tax procedures.
5. Tax infringements and fines.





6. Administrative information. Information Program, Consultations, Economic-administrative Decisions.
7. Web-pages: Tax agency and the Junta of Castile and Leon.
8. Tax Payer's Ombudsman.
9. Software program: PADRE. (for the individual tax payer)
10. On-line presentation of tax forms.

## **Lesson 2. ESTABLISHMENT OF THE TOURIST FIRM AND TAX FRAMEWORK.**

1. Registration on the census.
2. Tax on Economic Activities.
3. Tax framework for the establishment of a tourism firm: Income on Asset transfers and Legal Deeds.
4. Accounting obligations.
5. Formal obligations.

## **Lesson 3.: THE EXERCISE OF ECONOMIC ACTIVITY: VALUE ADDED TAX (I).**

1. Value-Added Tax.
  - 1.1 Historic background and regulation today.
  - 1.2 General nature.
  - 1.3 Definitive tax framework in the context of the European Union.
2. Taxable activity.
  - 2.1 Delivery of goods and services.
  - 2.2 Intra-communitarian operations.
  - 2.3 Import of goods.
3. Exemptions.
4. Passive subjects, tax payers and persons liable to tax. Attribution of the condition of passive subject.

## **Lesson 4: THE EXERCISE OF TOURISM ACTIVITY: VALUE-ADDED TAX (II).**

1. The taxable base: general rule and special rules.
2. The tax debt.
  - 2.1 Types of tax categories.
  - 2.2 Deductions: general rules and special circumstance for deductions.
  - 2.3 Payment of the tax.
  - 2.4 Devolution of tax.
  - 2.5 Compensations.
3. Special tax frameworks.

## **Lesson 5: THE EXERCISE OF TOURISM ACTIVITY: VALUE-ADDED TAX (III).**

1. Accounting obligations.
2. Registry obligations.
3. Invoicing obligations.
4. Reporting obligations.



## **Lesson 6: INCOME TAX ON PHYSICAL PERSONS (IRPF) (I). GENERAL CHARACTERISTICS AND SUBJECTIVE ASPECTS IN TIME AND SPACE.**

1. Introduction.
2. Nature and features of the IRPF. The dual nature of the tax.
3. Its cessation to the Autonomous Communities. Normative competitions.
4. Tax liability: the taxable activity.
  - 4.1. Concept and composition of income.
  - 4.2. Exempted income.
5. Spatial aspect of the taxable event: residence.
6. Tax on physical persons non-resident in Spain.
7. Temporal elements of the income.
  - 7.1. The tax period.
  - 7.2 Tax payment.
  - 7.3 Rules on the taxable periods of income and expenditure.
8. Subjective aspect of the taxable event. The individualization of income.

## **Lesson 7: INCOME TAX ON PHYSICAL PERSONS. IRPF (II). SALARIED INCOME: IN MONEY AND IN KIND.**

1. Concept. Definition and quantification.
2. Income in money.
3. Income in kind.
  - 3.1 Modalities of income in kind.
  - 3.2. Valuation of income in kind.
4. Diets and travel expenses and subsistence.
5. Reductions due to income irregularity.
6. Deductible expenditure: net worth.
7. Special reduction due to income from work.
8. Account retentions and income.
9. Tax rules on Social Prevision.

## **Lesson 8. INCOME TAX ON PHYSICAL PERSONS. IRPF (III). INCOME FROM CAPITAL, INCOME FROM ECONOMIC ACTIVITIES, PROFIT AND LOSS ON ASSETS.**

1. Income from capital.
  - 1.1. Revenue from fixed-asset capital.
  - 1.2. Revenue from tangible capital.
2. Revenue from economic activities. Income from professional activities.
  - 2.1. Concept.
  - 2.2 Methods of determination or estimation: direct (normal and simplified) estimation and objective estimation.
  - 2.3 Fractioned payments.
    - 2.4 Formal obligations: accounts books, invoicing obligations.
3. Capital gains and losses.
4. Tax payable on fixed-asset income.



## **Lesson 9: INCOME TAX ON PHYSICAL PERSONS (IRPF) (IV). MANAGEMENT AND PAYMENT OF THE TAX.**

1. Classes of income and their integration.
2. Reductions.
3. Personal and family minimums.
4. Tax debt.
5. The obligation to pay tax.
6. Declaration and liquidation.

## **Lesson 10. TAX REGULATIONS APPLYING TO THE INCOME OF NON-RESIDENTS. INCOME FROM WORK IN THE AREA OF INTERNATIONAL AND COMMUNITY TAX LAW.**

1. Income tax for non-residents.
  - 1.2 Nature, purpose, and scope of application.
  - 1.3 Taxable event and exemptions.
  - 1.4 Tax base.
  - 1.5 Tax category. Reference to the rates applicable to pensions and certain working income.
  - 1.6 Retentions.
  - 1.7 Formal obligations.
2. Working income in the Model Convention of the OECD.
  - 2.1 Article 15 of the Model Convention: “salaries, wages and other similar remuneration (...) of an employment shall be taxable”.
3. Convention on double taxation.

## **Lesson 11.: TAX CATEGORY ON THE INCOME OF LEGAL PERSONS (IRPF) (IV). COMPANY TAX: GENERAL CONSIDERATIONS.**

1. Company tax. A) Historic background, legislative evolution and current regulation. B) General nature.
2. The taxable event.
3. Passive subjects.
4. The taxable base. A) The accounting result and corrections on the accounting result. B) Compensation of negative tax bases.
5. Tax rates.
6. Tax debt: full rate, deductions to avoid internal and international double taxation, bonifications and deductions to incentivize the completion of certain activities.
7. Formal obligations.



## **6777 TERRITORIAL ANALYSIS OF TOURISM SPACES**

### **BLOCK A. TOURISM AND TERRITORY.**

- 1.- Geography and analysis of Tourism.
- 2.- Travel and discovery. The historic perspective of the tourism dimension.
- 3.- The territorial dimension of tourism. Basic elements of the tourism system.
- 4.- Principal factors and spatial effects of tourism: construction of the territory and landscape.
- 5.- Basic sources for the study of the territory: information on the natural environment, the population and economic activities.
- 6.- Basic sources for the study of tourism in the territory: information on tourism resources and flows.
- 7.- Tools for the territorial analysis of tourism. Rates, indicators, inventories of resources and working methods.

### **BLOCK B: TOURISM AREAS. TYPOLOGIES AND LOCALIZATION.**

- 8.- Tourism areas. Diversity of environments and leisure areas.
- 9.- Tourism in coastal and island areas.
- 10.- Tourism in rural areas.
- 11.- Tourism in mountain areas.
- 12.- Tourism in natural protected spaces.
- 13.- Tourism in urban spaces.
- 14.- Tourism in parks and specific leisure installations.

### **BLOCK C: TERRITORIAL ANALYSIS AND TOURISM PLANNING.**

- 15.- Territorial conflicts of tourism and the need for planning.
- 16.- Tourism development plans. Content and instruments for intervention in Spain.

## **6779 CHINESE LANGUAGE AND CULTURE II**

### **Cultural topics.**

1. Confucian philosophy and its consequences for China.
2. China since 1949.
3. The Chinese educational system.
4. The Cultural Revolution.
5. The one-child policy.
6. The opening of Chinese economy to the world and its repercussion.
7. An introduction to Chinese literature.

### **Topics from the New Book of Chinese Practice I.**

Nimen jia you ji kou ren.

Ta jinnian shijiu sui.

Wo zai zher mai guangpan.

Wo hui shuo yidianr Hanyu.

Wo quanshen dou bu shufu.  
Wo renshi le yi ge piaoliang of guning.  
Zhu ni shengdan kuaile.

**Basic Chinese Grammar exercises - A Grammar and workbook of  
Yip Po-Ching and Don Rimmington.**

**6780 HERITAGE OF CASTILE AND LEON**

**Natural Heritage of Castile and Leon.**

**1. Introduction and general lay out (Teacher: to be decided).**

- Content, scheme, and planning.
- Evaluation criteria, practical work, participation and general aspects of the organization of the course.

**2. What is Natural Heritage? Recalling concepts (Teacher: to be decided).**

- The complex concept of heritage.
- Heritage as inheritance (legacy).
- Heritage as an economic value (value).
- Heritage as an asset to protect (conservation).
- Typologies of heritage.
- The concept of Natural Heritage.
- The concept of a Natural Protected Area.

**3.- Between the Duero River Basin and the Mountains: Natural Heritage in Castile and Leon (Teacher: to decide).**

- The singularity of the natural environment in the arrangement of the territory of Castile and Leon.
- The character of the river basin in the region: structural, sedimentary and hydrography.
- Units of relief morpho-structural and environmental units.
- Landscapes and territory. The value of Natural Heritage.
- Conservation and compatible usage: the heritage model in Law 4/2015 of Natural Heritage (*Ley 4/2015 de Patrimonio Natural de CYL*).
- The Network of Protected Natural Areas Castile and Leon - *Red de Areas Naturales Protegidos* (RANP).
- The management of natural heritage: beyond the mere conception of the physical environment.

**4.- The territory of Castile and Leon. A diverse medium and with strong socio-economic contracts (Teacher: to be decided).**

- A diverse region, with contrasts and with multiple socio-economic realities.
- The distribution of the population: urban concentration and rural dispersion.
- The rural environment of Castile and Leon: agriculture and diversification.

- The cities and industrial activity: polarization and imbalances.
- Articulation and management of a complex territory.
- Natural and cultural heritage in the identity of the territory and its management.

**5.- Tourism in Castile and Leon: a geographic vision of the importance of heritage as a resource (Teacher: to be decided).**

- Castile and Leon: heritage region.
- Heritage as a resource: a world to visit.
- The potential of tourism in the region: from natural heritage to cultural heritage.
- Tourism in Castile and Leon: principal poles and nodes.
- Tourism in Castile and Leon: large figures.
- Tourism in Castile and Leon: who visits the region?
- Tourism in Castile and Leon: infrastructure, services and activities.

**The patrimony of Castile and Leon. Historic-artistic approach, resources, management and promotion.**

**6. The heritage of Castile and Leon. Historic-artistic approach. (Teacher: CARRANCHO).**

Among other aspects of the heritage, the main historical points will be described and the most characteristic artistic features of each period, with special attention to cases of study with challenges related to cultural tourism.

- Prehistory: Routes, archeological routes and archeological classrooms. Eg.: Archaeological Site of Atapuerca, Siega Verde, route of the Dolmens, etc.
- Roman era: Clunia, Numancia, Uxama, Tiermes, the gold mines of las Médulas, etc.
- The Middle Ages. Main historical points and artistic movements. E.g.: monasteries and Romanic and Gothic cathedrals.
- Modern Age. Renaissance and Baroque. Main historic high points and artistic movements. E.g.: Casa of las Conchas, San Marcos of León, University of Salamanca, Palace of Monterrey, Main Square of Salamanca, etc.
- Contemporary Age. Main historic points and artistic manifestations.

**7. Heritage resources for exploitation through tourism. (Professor CARRANCHO).**

- Architectonic heritage, sculptural and pictorial. Examples of architectural, sculptural and fine art heritage. Examples of models converted into museums.
- The literary heritage. Glosas of Silos Monastery, The Song of by Cid, etc.
- Industrial heritage: Centre of Interpretation of the Mines of Barruelo of Santullán (Palencia) and the Royal Glass Factory of the Granja (Segovia).
- Cultural routes and events: the Route of El Cid, the Route of la Plata, The Ages of Man.
- Craft work, festivals, gastronomic fêtes and tradition. Easter Week in Castile and Leon, the musical tradition, trades, countryside religious processions, etc.



## **8. The management and promotion of heritage through museums, interpretation centres and other institutions. (Professor CARRANCHO).**

- Museums and centres of interpretation as a tourism resource. Functionalities, lines of investigation and current development in Castile and Leon.
- Different tourism heritage management models. e.g.: The Museum of Human Evolution (MEH), Museum of Ethnography of Castile and Leon, MUSAC, CAB.
- Public and private foundations as entities of promotion.

## **6781 QUALITY MANAGEMENT IN THE TOURISM SECTOR**

**Lesson 1:** Quality in the tourism sector.

**Lesson 2:** The introduction of quality systems in tourism establishments.

**Lesson 3.** Self-regulation of quality in the Spanish tourism sector.

**Lesson 4.** Organizational factors as support for quality management.

**Lesson 5:** Quality tools in tourism organizations.

**Lesson 6:** Integration of the tourist in the improvement of service quality.

## **6782 CONTEMPORARY ARTISTIC EXPRESSION**

### **Art in the 19<sup>th</sup> c.**

#### **Lesson 1. The change of the century.**

Neoclassicism and the break with academia. Goya.

#### **Lesson 2. Bourgeois art and the revolution.**

Romanticism and realism.

#### **Lesson 3. Architecture and urbanism.**

The new materials and the Chicago School.

#### **Lesson 4. Artistic expressions in the last quarter of the 19<sup>th</sup> c.**

Impressionism, post-impressionism and other derivations.

#### **Lesson 5. Modernism: a style between two centuries.**

Gaudi.

### **Art of the 20<sup>th</sup> c.**

#### **Lesson 6. Artistic vanguards I:**

Fauvism, German expressionism, Futurism Cubism.

#### **Lesson 7. The artistic vanguards II:**

The appearance of abstraction: (Kandinsky, Mondrian and Malevich) Dadaism and Surrealism.

#### **Lesson 8. Artistic trends in the second half of the 20<sup>th</sup> c. I.**

Informalism, Abstract Expressionism, Pop art and conceptualisms.

#### **Lesson 9. Artistic tendencies in the second half of the 20<sup>th</sup> c. II.**

Art of action, Poor art, Land art and Contracultural movements.



**Lesson 10. The architecture of the 20<sup>th</sup> c.**  
From rationalism to the latest tendencies.

## **6783 TOURISM AND SUSTAINABLE DEVELOPMENT**

1. Introduction to the multifactorial concept of sustainability.
2. Concept and principles of sustainable tourism.
3. The organisms and general international instruments of sustainable tourism.
4. The law on sustainable tourism and economic incentives.
5. The tourism policy of the EU and practice in Spain.
6. Tourism and the great environmental challenges.
7. Codes of conduct and good management practice.
8. Ecolabels and systems of environmental management.
9. Sustainable tourism applied to various economic sectors.

➤ **4<sup>th</sup> year**

## **6791 COMMERCIAL RESEARCH**

### **Lesson 1: Concept and planning of Commercial Investigation.**

- The marketing information system.
- Concept and characters of Market research.
- Planning of Market Research.
- Functions of the Market Research Department.
- Market research firms and associations.
- ESOMAR recommendations.

### **Lesson 2: Sources of information.**

- Concept and classification.
- Primary sources.
- Secondary sources.
- Sources of tourism information.

### **Lesson 3: Process of tourism market research.**

- Process of tourism market research.
- Delimitation phase and definition of the market research problem.
- Design phase of tourism market research.
- Data collection and treatment phase.
- Results presentation phase.





## **Lesson 4: Qualitative techniques.**

- Qualitative techniques.
- Interview.
- Group dynamic.
- Creativity technique.
- Projective techniques.

## **Lesson 5: Sample selection techniques.**

- Sampling. Fundamental concepts.
- Sampling errors.
- Types of sampling.
- Sampling design.
- Determination of sample size and error.

## **Lesson 6: Descriptive investigation and causal investigation.**

- Primary sources.
- Survey.
- Observation.
- Pseudo purchase.
- Experimentation.
- Causal research.

## **Lesson 7: Measurement and scales.**

- Measurement. Scales and properties.
- Classes of scales.
- Reliability of scales.
- Validity of scales.
- Criteria for the valuation of scales.

## **Lesson 8: Questionnaire design.**

- Development of the questionnaire.
- Valuation of the questionnaire.
- Problem solving.
- Pilot questionnaire.

## **Lesson 9: Field work.**

- Concept and process.
- Work planning.
- Staff selection and training for field work.
- Supervision and control of field work.
- Evaluation of the field work.

## **Lesson 10: Analysis of information and preparation of reports.**

- Stages of information analysis.



- Univariant analysis techniques.
- Bivariant analysis techniques.
- Multivariant analysis techniques.
- Report preparation.

## **6792 INFORMATION SYSTEMS FOR THE MANAGEMENT OF TOURISM FIRMS**

**Lesson 1:** The information system in the tourism firm.

**Lesson 2:** The role of information and communications technologies in the tourism firm.

**Lesson 3:** ITC applications in the main areas of the firm.

**Lesson 4:** Financial accounting data as a decision-making tool.

**Lesson 5:** Computing tools for the management of tourism firms.

**Lesson 6:** Ofimatic tools.

## **6794 GEOGRAPHIC INFORMATION SYSTEMS APPLIED TO TOURISM**

### **BLOCK A: GEOGRAPHIC INFORMATION AND ITS REPRESENTATION: THE MAP.**

- 1.- Maps and the human being: geography, cartography and territory.
- 2.- Geographic information and its representation: projections scales and types of maps.

### **BLOCK B: MAPS, CARTOGRAPHY AND LOCALIZATION, INFORMATION, AND COMMUNICATION TOOLS.**

- 3.- The map as a historic resource: ancient cartography, online cartoteques and their functions.
- 4.- The map as a means of communication: social networks, lists of maps in the network and the generalized spread of cartography to transmit knowledge.
- 5.- The map as a tool for localization: the potential of cartography in mobile devices, GPS systems and the generation of routes and tracks.
- 6.- The map as a source of geographic information: geographic information viewers, download centres, geoportals and Spatial Data Infrastructure (SDI).

### **BLOCK C: MAPS AND GEOGRAPHIC INFORMATION SYSTEMS (GIS). THEMATIC CARTOGRAPHY AND SPATIAL ANALYSIS.**

- 7.- The map as a form of presentation and diffusion of results: the growing capacity of GIS online.
- 8.- The map as a tool of analysis: variables, data and thematic cartography in desktop GIS.

## 6795 GERMAN FOR TOURISM COMMUNICATION

### **Welcome the clients at the hotel.**

- Receiving clients with reservations.
- Greeting clients.
- Questions and answers.
- Checking
- Clients from German speaking countries.
- Accompanying to the room.

Pronunciation: accent and intonation.

Structures: the verb: the present and its conjugation.

Enunciative and interrogative phrases.

### **Hotel room and breakfast.**

- Receiving clients with no reservation.
- Knowing the room.
- Categories of rooms.
- Prices of the rooms.
- Luggage.
- Breakfast.

Pronunciation: accentuated works and the intonation of the sentence.

Structures: present, singular, and plural.

Declination of the nominative and the accusative.

Articles.

Pronouns and interrogatives.

### **Correspondence and attending to the telephone.**

- Manage room reservations by telephone.
- Make recommendations.
- Hotel room reservations in writing.
- Providing solutions to problems by telephone.
- Giving information by telephone.
- Confirm reservations by email.

Pronunciation: long and short vowels.

Vocabulary: days, months and seasons of the year

Structures:

Separable verbs.

Modal verbs (I)

### **Hotel services.**

- Indicating the time.
- Indicating hours of opening.
- Explaining the hotel installations and the places.
- Offering information.



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- Making reservations for the hotel restaurant.
- Asking for drinks.

Pronunciation: the vowels.

Structures: the interrogative phrase with not interrogative pronoun.

Noun and article in nominative and accusative.

The verb “hätt- gern”

Double prepositions.

## **Indications, information and messages.**

- The furniture of the hotel room.
- Respond to wishes and complaints.
- Indications for hotel clients.
- Transmit messages.
- Renting a car.

Pronunciation: diphthongs and the “umlaut”

Vocabulary: the furniture of the room.

Structures: modal verbs (II).

Personal pronouns: nominative and accusative.

Noun and article: singular and plural.

## **Offers in the hotel.**

- Room service.
- Purchases in the hotel kiosk.
- Offer of services.
- Offer of sports activities and leisure time.
- Attention and care of children.

Pronunciation: consonants p, t, k, s (strong) / b, d, g, s (weak)

Vocabulary: free time.

Structures: the verb “Lassen”, the dative, personal pronouns in the dative, the possessive and their cases: “mein-“ and “Ihr-“

Word order (I): verb position.

## **Offer of activities at the holiday center.**

- Advising clients in hotel shops.
- Recommending visits and points of interest in the city and how to get there.
- Indicate tours around the city.
- Explain activities at the holiday center.
- Recommend visits.

Pronunciation: “ich”-Laut, “ach”-Laut, “sch”

Vocabulary: the meaning of the dative prepositions: aus, bei, mit, nach, seit, von, zu.

Structures: the degrees of the adjective: positive, comparative and superlative, comparisons.

The dative and the accusative: the order of the phrase.



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## **Departing clients.**

- Alarm service.
- Explaining the invoice.
- Authorizing payment.
- Knowing the degree of satisfaction of the client.
- Saying goodbye to the client.
- Lost luggage office/Missing Property Office.

Pronunciation: the consonant “z”.

Vocabulary: the hotel game.

Structures of the preterit of the verbs “haben” and “sein”.

The compound tense: regular and irregular participles.

## **6789 PUBLIC POLICY FOR RURAL TOURISM**

### **PUBLIC PLANNING OF TOURISM.**

- .- Regulation of tourism.
- .- Tourism planning and promotion in Spain.
- .- Tourism planning and management.
- .- Tourism destination planning strategy.
- .- Tourism policy: objectives and instruments.

### **RURAL TOURISM.**

- .- Concept and qualification.
- Regulation of Rural Tourism.
- .- Typology of rural tourism: locations, planning and competences.

### **AGROTOURISM.**

- Concept and regulation.
- .- Typology of agrotourism establishments.
- .- Promotion and experiences of agrotourism activities.

### **TOURISM IN WINE CELLARS AND WINE TOURISM.**

- .- Concept and definition.
- .- Wine tourism: enotourism
- .- Typology and classification of establishments.
- Wine routes: a singular tourism product.
- .- Experiences of wine routes.

### **GASTRONOMIC TOURISM**

- .- Planning and management of gastronomic tourism.
- .- Gastronomic products and experiences.
- .- Tourism activities relating to gastronomic tourism.
- .- Gastronomic tourism experiences.



## **PROMOTION AND DEVELOPMENT OF RURAL TOURISM: RURAL TOURISM STRATEGIC PLANS.**

- National plan.
- Regional plans.
- Provincial and local plans.
- Integration of tourism resources in tourism products.

## **RURAL TOURISM IN CASTILE AND LEON.**

- .- Tourism resources.
- .- Planning and management.
- .- Objectives and results.
- .- Experiences with the implementation of tourism plans.

## **DIGITAL ECOSYSTEMS.**

- .- Commercialization and communication of rural tourism.
- .- Rural tourism and electronic commerce.
- .- Rural tourism and social networks.

## **6790 THE CITY AS A TOURISM DESTINATION**

- I. The city as a human space.** 1. Geographic foundations to understand the city. Urban functions. Urban agents. The organization of the urban space.
2. The image of the city: the subjective perception of heritage values of the historic city. The heritage importance of the public space in the city: multifunctionality, symbolic dimension and reference to citizens.
3. Demand and use of the city as a tourism destination. Changes of use of historic centers: loss of multifunctionality. The attraction factor of cities included in the UNESCO World Heritage List.

## **II. The city as a work of art.**

4. The city: concept and evolution from Antiquity up until the Modern Age.
5. Cities through time: formal analysis. Understanding of the evolution of city dwellers as subjects and generators of culture.
6. Contemporary dynamics of creating a city: historic heritage and new proposals. Considerations on the leading role of architecture in the creation of new landscapes.

## **6793 THE GEOGRAPHICAL LANDSCAPE AS A TOURISM RESOURCE**

### **UNIT 1. NOTIONS OF THE LANDSCAPE.**

- 1.- The complex notion of the landscape.
- 2.- The landscape as a space of experiences.
- 3.- The landscape as a cultural fabric.
- 4.- The landscape as a socially produced -geographic- territory.
- 5.- The landscape as a system of natural and cultural elements.



6.- The landscape as a useful instrument, resource and/or project.

## **UNIT 2. RECOGNITION, PROTECTION, AND MANAGEMENT OF THE LANDSCAPE.**

7.- Legal and institutional treatment of the landscape: general characteristics.

8.- Legal and institutional treatment of the landscape: international scope.

9.- Legal and institutional treatment of the landscape: the national scope.

10.- Legal and institutional treatment of the landscape: the regional scope.

## **UNIT 3. THE LANDSCAPE AS A TOURISM RESOURCE**

11.- Tourism as a geographic experience. The image constructed of the place as the objective of the trip.

12.- The landscape as a tourism resource.

13.- Management of the landscape for tourism. Impacts measured and dynamization.

14.- Landscape and tourism in territorial policies.

15.- Tourism as an activity generating landscapes. Experiences, typologies and case studies.

## **6796 LABOUR LAW IN TOURISM FIRMS**

### **Lesson 1**

EMPLOYMENT LAW.

### **Lesson 2**

THE SOURCES OF EMPLOYMENT LAW.

### **Lesson 3**

THE APPLICATION OF EMPLOYMENT REGULATIONS.

### **Lesson 4**

THE EMPLOYMENT CONTRACT. CONTRACTED PARTIES AND BIRTH DATE.

### **Lesson 5**

CONTRACTUAL MODALITIES.

### **Lesson 6**

THE SALARY.

### **Lesson 7**

LABOUR RELATIONS (I). WORKER OBLIGATIONS.

### **Lesson 8**

LABOUR RELATIONS (II) RIGHTS AND POWERS OF THE ENTREPRENEUR.

### **Lesson 9**

WORKING HOURS.

### **Lesson 10**

THE VICISSITUDES OF THE EMPLOYMENT CONTRACT.

### **Lesson 11**

THE TERMINATION OF THE EMPLOYMENT CONTRACT.

### **Lesson 12**

COLLECTIVE REPRESENTATION AND PARTICIPATION OF THE WORKERS.

### **Lesson 13**



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THE COLLECTIVE AGREEMENT.

**Lesson 14**

THE COLLECTIVE CONFLICT.

**Lesson 15**

SOCIAL SECURITY.