

## DADES GENERALS

<b>Curs acadèmic</b>	Curs 2024/2025
<b>Tipus de curs</b>	Certificat de Formació Contínua
<b>Nombre de crèdits</b>	30,00 Crèdits ECTS
<b>Matrícula</b>	0 euros (importe preu públic pendent d'aprovació pel Consell Social Universitat de València.)
<b>Requisits d'accés</b>	An unavoidable requirement is the accreditation of a knowledge of the English language endorsed by a minimum level certificate B1.

**Modalitat** Presencial

**Lloc d'impartició** IIDL-UV

## Horari

## Direcció

**Organitzador** 0

**Direcció** Adrián Ferrandis Martínez  
Contratado/a Doctor/a. Departament de Geografia. Universitat de València  
Carmen Zornoza Gallego  
Ayudante/a Doctor/a. Departament de Geografia. Universitat de València

## Terminis

**Preinscripció al curs** Fins a 10/02/25

**Data inici** Febrer 25

**Data fi** Juny 25

## Més informació

**Telèfon** 961 603 000

**E-mail** [informacio@adeituv.es](mailto:informacio@adeituv.es)

## PROGRAMA

## Spanish Culture and Civilization

Unit 1. The cultural shock of foreign students in Spain.

Unit 2. Geography, population and society: Spanish diversity: languages, cultures and landscapes.

Unit 3. Public and private space: the street, the family and the home. Women. The social movements.

Unit 4. Work, leisure and education. Nightlife. Football as an element of identity.

Unit 5. Spain and religion: Religion and culture. Evolution of religious practices in Spain. Catholicism and religious diversity.

Unit 6. Festivals and gastronomy: The functions of festivals in modernity. Bullfights and other bullfighting shows. The Festival of Fallas. The variety of Spanish gastronomy.

Unit 7. Music and mass culture: Folk music and mass musical genres.

Unit 8. Spanish literature of the 20th-21st century.

Unit 9. Spanish cinema of the 20th-21st century.

Unit 10. Mass media.

## Recent History of the Western World

Unit 1. Studying the present: chronology, problems and challenges.

Unit 2. A world of blocs: Global Cold War and the construction of the Welfare State.

Unit 3. Expanding the concept of freedom: the fight for civil rights of Afro-Americans, women and LGBT groups.

Unit 4. The emancipation of the peripheries: decolonization and the emergence of the Third World.

Unit 5. Latin America: from the new dictatorships to the New Social Movements.

Unit 6. Social achievements in danger: from the 1973 crisis to that of 2008.

Unit 7. The end of the bipolar world: collapse of the USSR and new international order in the 21st century.

Unit 8. The world today: globalization, migrations, new conflicts and environmental emergency.

### [Introduction to Local Development](#)

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Unit 1. Theoretical and Conceptual Framework of Local Development.

a) Globalization and the rise of the local development approach to development.

Unit 2. The theoretical bases of local development.

a) Conditions for Local Development.

Unit 3. The formation of networks. The importance of Social Capital.

Unit 4. Innovation as a lever for local development.

Unit 6. Institutions and governance for local development.

Unit 7. Business culture as a development engine.

Unit 8. Local development and sustainability.

Unit 9. Politics for local development. The strategic planning of development.

Unit 10. Leadership and decision making in the local environment. Intervention on the local labor market: sources of employment, creation of companies and support to promoters.

Unit 11. Integration of groups at risk of social exclusion.

Unit 12. Trade and local development.

### [Social Economy](#)

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Unit 1. Values, cooperative principles and social economy.

Unit 2. The institutions of the social economy in Spain. a) Entities of the Spanish social economy classified by institutional sector.

Unit 3. The evolution of the social economy.

Unit 4. The social economy in modern market economies. a) Economic functions of the social economy.

Unit 5. Policies aimed at the social economy.

Unit 6. Democracy, effectiveness of economic policy and political reform.

Unit 7. The components of the cooperative social economy, mutual benefit societies, associations, labor companies.

Unit 8. The cooperative company. Socio-economic structure.

Unit 9. Participation and democracy in cooperative companies. Unit 10. The Social Economy and its impact on local development.

### [Tourism and Local Development](#)

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Unit 1. Introduction: the role of tourism in territorial economic development.

Unit 2. Tourism territorial resources in local planning processes.

Unit 3. The tourist product.

Unit 4. Local development and tourism.

Unit 5. Importance of the sustainable management of tourist territorial resources for local development.

### [Entrepreneurship in Tourist Activity](#)

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Unit 1. Theoretical basis of entrepreneurship in tourist activities. Unit 2.

Business innovation in Spain. Unit 3. Comprehensive study of the territory, how to detect a business opportunity. Unit 4. The agents involved in promoting the creation of tourism companies. Support for entrepreneurs. Unit 5. How to design and define a business model applied to tourism. Search for economic resources. Unit 6. Tourism business models in the Valencian Community, examples of good and bad practices. Unit 7. Indicators of business success. Unit 8. Systems of indicators of territorial sustainability. Unit 9: The socioeconomic impact generated by a tourism company in the territory.

## PROFESSORAT

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### María Escrivá Beltrán

Ayudante/a Doctor/a. Departament de Comptabilitat. Universitat de València

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### Guillermo Mateu Bartolome

Ayudante/a Doctor/a. Departament de Comptabilitat. Universitat de València

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### Joan Ortola Frasset

Técnico Ajuntament de Cullera

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### Jessica Louise Ryan

Técnica en Planificación y Gestión del Turismo

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### Carmen Zornoza Gallego

Ayudante/a Doctor/a. Departament de Geografia. Universitat de València

## OBJECTIUS

Les sortides professionals que té el curs són:

Technicians from organizations (public/private) or companies dedicated to tourism activity.

The main objective of the Certificate is to offer specialized and ad hoc training, aimed at promoting entrepreneurship and innovation in the field of tourism, raising awareness of the need to rely on a more social economy, an endogenous development of local, sustainable base and in favor of the improvement of the quality of life of the set of citizens.