

## DATOS GENERALES

<b>Curso académico</b>	Curso 2024/2025
<b>Tipo de curso</b>	Máster de Formación Permanente
<b>Número de créditos</b>	60,00 Créditos ECTS
<b>Matrícula</b>	0 euros (importe precio público)
<b>Requisitos de acceso</b>	Students with official University studies in their country of origin or with demonstrable experience in the management of tourist activities and who come from the Company International Hotel Management & Gastronomy School (IHMGs). An unavoidable requirement is the accreditation of a knowledge of the English language endorsed by a minimum level certificate B1.
<b>Modalidad</b>	Semipresencial
<b>Lugar de impartición</b>	IIDL-UV y Aulas Ajuntament de Cullera
<b>Horario</b>	Monday, Tuesday, Wednesday and Thursday from 4:00 p.m. to 9:00 p.m.
<b>Dirección</b>	
<b>Organizador</b>	Institut Interuniversitari de Desenvolupament Local. IIDL
<b>Colaborador</b>	International Hotel Management Gastronomy School (IHMGs)
<b>Dirección</b>	Joan Manuel del Alcàzar i Garrido Catedrático/a de Universidad. Departament d'Història Moderna i Contemporània. Universitat de València Adrián Ferrandis Martínez Contratado/a Doctor/a. Departament de Geografia. Universitat de València

## Plazos

<b>Preinscripción al curso</b>	Hasta 07/10/24
<b>Fecha inicio</b>	Octubre 24
<b>Fecha fin</b>	Julio 25
<b>Más información</b>	
<b>Teléfono</b>	961 603 000
<b>E-mail</b>	<a href="mailto:informacion@adeituv.es">informacion@adeituv.es</a>

## 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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Most of the processes that affect people's lives take place at the local level, although until recently this area had hardly been taken into account when designing, planning and managing public action. Local empowerment allows to 'create' effective solutions to the problems and difficulties faced by a local community, and contributes to promoting local potentialities to achieve an 'optimal' situation. This only happens from a framework of reflection and strategic action that includes a rigorous analysis of its present situation and the strict characterization of the territorial baseline, the determination of a preferred and viable model of territory for the future, and the identification and implementation of the strategies that will make it possible to achieve this model.

## 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.

## Management of Quality Systems in Tourist Activity

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Unit 1. Introduction to quality in the tourism sector.  
Unit 2. Quality management in the tourism sector.  
Unit 3. Tourism quality in Spain.  
Unit 4. Measuring the quality of tourism services.  
Unit 5. Tools and strategies for improving quality in the tourism sector.

## Organization and Dynamization of Human Resources in Tourist Activity

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Unit 1. The human being: the four dimensions.  
Unit 2. Motivation: What is motivation and motivational theories  
Unit 3. Teamwork: skills to develop.  
Unit 4. Communication and business culture.  
Unit 5. The Human Resources Department.  
Unit 6. Planning and analysis of positions.  
Unit 7. Recruitment, selection of personnel and orientation.  
Unit 8. Training and development of professional careers.  
Unit 9. Performance evaluation.  
Unit 10: Retribution.

## Experiential Tourism

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Unit 1. The concept of resource as raw material and its connection with tourism  
Unit 2. Motivations and needs of visitors: the evolution of leisure, tourism and the new viewpoints of today's society.  
Unit 3. The tourist product: conceptualization, creation process and impacts on the destination.  
Unit 4. The tourist experience as an aspirational objective: conceptualization, trends and strategies in destinations  
Unit 5. Cultural experiences: material heritage (World Heritage) and intangible (gastronomy)  
Unit 6. Natural experiences (protected natural spaces and risky activities)  
Unit 7. ¿Off the beaten track¿ experiences: dark tourism

## SPANISH GASTRONOMY

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Unit 1. Existing materials in a professional kitchen, their operation and their subsequent cleaning. Safety and hygiene standards that apply to the entire work area.

Unit 2. Practice on common use pre-elaborations applicable to the traditional Spanish kitchen.

Unit 3. Use and correct conservation of food.

Unit 4. Techniques for cleaning, gutting, scaling, boneless and portioning of fish and meat. Classifications and types.

Unit 5. Analysis of the techniques of reuse of food, their recovery and the regeneration processes in pre-elaborations.

Unit 6. The handling of raw materials. Preparation of traditional dishes.

### Final work of master

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Carrying out a personal work of the student related to any of the subjects theoretical or practical of the Master in which he demonstrates that he is capable of correctly applying the knowledge and techniques learned and present their results in an appropriate way both in written as oral.

The MASTER'S END WORK subject aims to:

- That the students apply the acquired knowledge and demonstrate the maturity achieved in the learning process.

## PROFESORADO

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### Raúl Abeledo Sanchis

Profesor/a Permanente Laboral PPL. Departament d'Economia Aplicada. Universitat de València

### Rubén Arnandis i Agramunt

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

### Vicente Benlloch Aparisi

Consultor

### Indira Betancourt López

Consultora

### Joan Manuel del Alcàzar i Garrido

Catedrático/a de Universidad. Departament d'Història Moderna i Contemporània. Universitat de València

### Adrián Ferrandis Martínez

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

### Cristina García Cardona

Investigador/a no Doctor/a UV A1. Universitat de València

### José Salvador Martínez Sansó

Técnico Agencia de Desarrollo Local

### Olatz Megía Segarra

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### Mar Riera Spiegelhalder

Profesora / Consultora - Universidad Europea

### José Vicente Sánchez Cabrera

Profesor/a Asociado de Universidad. Departament de Geografia. Universitat de València

### Vicente Jesús Sanjuán Raimundo

Director Admisiones. International Hotel Management Gastronomy School (IHMGs)

### Itziar Vañó de Urquijo

Investigadora / Consultora

## OBJETIVOS

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Las salidas profesionales que tiene el curso son:

Directors or Managers of organizations (public/private) or companies dedicated to tourist activity.

The main objective of the Master's Degree 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 root tourism in a more social economy, focusing on

local-based endogenous and sustainable development that works in favour of improving the quality of life of all citizens.

## METODOLOGÍA

Students must take an active, autonomous and responsible role in the learning process, which implies paying active attention to the teacher's explanations, as well as prior and subsequent reading of the materials selected specifically for the group of which they are a part. In addition, they must be diligent in carrying out the tasks and exercises that are prescribed, for which they must develop the correct planning of learning times.

The teaching methodology appropriate to the characteristics of the subject, advises that the teacher's explanations will be supported by the relevant complementary material, in which the audio-visual media will play an active role. This will facilitate the understanding of the speeches of both the teacher and the historical sources that will necessarily be used in class. The teacher will tutor the training experience from the proximity required by the uniqueness of the student group, and students will receive, when necessary, adequate guidance on aspects related to theoretical training and content of the subject.