

AUTHOR

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COUNTRY

Spain

FIELD OF HUMANITIES

Geography

REQUIREMENTS FOR THIS ACTIVITY

1. Digital technology:

ArcGIS Online and Story Maps (ESRI).

2. Pre-existing knowledge and skills:

None.

URBAN ROUTES IN MADRID, SPAIN

Using GIS Story Maps in the tourism studies to design new, innovative and interesting routes in the city of Madrid.

GOALS

Using ArcGIS Online and Story Maps to develop useful skills for the people working in the tourism sector such as capacity for planning and organizing, creativity, teamwork, narrative, spatial and digital competencies and to create an original and innovative tourist route in Madrid.

Fig. 1. All students routes



ADDITIONAL INFORMATION

<https://arcg.is/1u5i59>

KEY OUTCOMES

The project is useful for training tourism professionals in a “digital way” and to offer virtual novel, attractive and innovative visits.

A satisfaction survey shows that student skills improved and that they were very motivated with the experience and the self autonomy on the work guided by the professor. They can freely select the elements for the route, which they need to research by themselves.

Fig. 2. An example of a point of touristic interest

