

## ***Subject Study guide “Fundamentals of Tourism”***

### **1. IDENTIFICATION**

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- ✓ **Subject name:** Fundamentals of Tourism
- ✓ **Code:** 101193
- ✓ **Degree:** Tourism Degree
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Core
- ✓ **ECTS Credits (hours):** 6 Credits (150 hours)
- ✓ **Teaching period:** 1<sup>st</sup> Semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Arena Yáñez
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### **2. PRESENTATION**

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This course introduces students to the world of tourism, making an overview of economic tourism activities so that they acquire the basics of the industry and its components: basic and complementary products and services, customers, institutions, companies' activities, social factors, business environment and infrastructures.

### **3. EDUCATIONAL GOALS**

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At the end of the course students should have the ability to:

- CE1. Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.

CE1.3. Identify all the activities related to the tourism industry in all areas (intermediary companies, hotels, catering and entertainment, consulting, etc.).

CE1.4. Analyse the functioning of destinations, the tourist structures and its subsector businesses.

- CE5. Identify and evaluate the key elements of the tourism system and its interaction with the business environments as well as their impact.

CE5.3. Identify the complexity of the tourism industry and its subsectors, as well as the relationships between them and the rest of subsectors.

CE5.4. Related activities of the tourism industry in all areas (intermediary companies, hotels, catering and entertainment, consulting, etc.), distinguishing their differentiating elements.

- CE10. Critically argue the reality surrounding the tourism industry, from different theoretical perspectives, both ideologically and based on best practices.

CE10.1. Argue how tourism should be developed through the vision of the industry.

CE10.2. Describe the dynamic and evolution of tourism and the new society of leisure.

- CE15. Assess the economic dimension of tourism in different scales and analyse the relationship between them.

- CE15.5. Analyse the economic dimension of tourism from the study of its subsectors (intermediary companies, hotels, catering and entertainment, consulting, etc.)

- CE17. Present and negotiate projects and tourism development plans applied to certain areas and regions to various organizations.

CE17.1. Distinguish and describe the different projects for the development of tourism subsectors.

CE17.2. Critically evaluate projects and tourism development plans applied to certain areas and regions.

- CE18. Analyse both quantitative and qualitative information within the economic dimension of the tourism industry and its companies (characteristics of the companies, the importance of tourism development, market research, etc.).

CE18.1. Identify the mechanisms of quantitative and qualitative analyses of the different sub-sectors of tourism, and their impact and evolution.

#### 4. SKILLS AND LEARNING OUTCOMES

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✓ **Instrumentals**

- CT1. Develop a capacity for learning independently
- CT2. Be able to self-assess the acquired knowledge.
- CT4. Handle communication techniques at all levels.

✓ **Interpersonal:**

- CT6. Plan, organize and coordinate team projects, creating synergies and focusing on empathy.
- CT9. Behave responsibly with the environment, facilitating social and cultural development.
- CT10. Know how to work in a team.

✓ **Systemic**

- CT11. Plan and manage activities on the basis of quality and sustainability.

#### 5. TOPIC AND CONTENT

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Unit 1: Origin and evolution of the tourist activity.

Unit 2: Basic concepts and impacts of tourism.

Unit 3: Tourism demand.

Unit 4: Tourism supply.

Unit 5: Basic tourism companies.

Unit 6: Complementary tourism companies.

Unit 7: Quality of tourist services.

Unit 8: Tourism policy.

Unit 9: Future tourism expectations.

#### 6. RECOMMENDED BIBLIOGRAPHY

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- Bull, A. (1994): *La economía del sector turístico*. Alianza Economía.
- Cooper, C. (2016): *Essentials of tourism*. Editorial Pearson.
- Fletcher, J. y Fyall, A. (2013): *Tourism, principles and practice*. Editorial Pearson.
- Montaner, J. (1996): *Estructura del mercado turístico*. Síntesis. 2ª ed.

- Pedreño, A. y Monfort, V.M. (dir) (1996): *Introducción a la economía del turismo en España*. Editorial Civitas. Madrid. Cap.2,3,4,6,7,8,9,10.+
- Priestley, G. y Llurdés, J.C. (dir) (2007): *Estrategia y gestión del turismo en el municipio*. UAB.
- Valls, J.F. (1996): *Las claves del mercado turístico*. Deusto Turismo.

## 7. TEACHING METHODOLOGY

The teaching method used is a combination of lectures, combined with a series of tutorials in small groups to work on different exercises and assignments that will be given to the students throughout the course.

### TRAINING ACTIVITIES

		Hours	ECTS	% of total
<b>Theory sessions</b>	Classroom	30	1,2	20
	Study	30	1,2	20
<b>Guided (1)</b>	Classroom	15	0,6	10
	Study	15	0,6	10
<b>Tutoring</b>	Classroom	15	0,6	10
	on-line (2)	20	0,8	12.5
<b>Study (3)</b>	Theory	10	0,4	7.5
	Study	15	0,6	10
<b>Other activities: visits, conferences, etc.</b>		---		---
<b>TOTAL</b>		150	6	100

- (1) Guided activities include problem solving, class activities, case studies or approach coursework.
- (2) The tutorials not only include online consultations between teacher and student via e-mail but also students must read the evaluation comments/feedback that the teacher will upload to the Virtual Campus during the semester.
- (3) The independent study corresponds to the time needed to acquire theoretical knowledge of the subject (theory) and the hours allocated to practical work (directed activities) related to problem solving exercises, case studies, assignments or (information research, writing, public presentation).

## 8. ASSESSMENT SYSTEMS

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This subject will be assessed as follows:

### A) CONTINUOUS ASSESSMENT:

There will be a final exam after completing all the units, which represents **50%** of the grade. To pass the course students must get at least a grade of 5 out of 10 in the final exam.

- Individual assignments represent **20%** of the grade.
- The final project represents another **20%** of the grade.
- Attendance and participation represent **10%** of the grade.

Title	Weight	Hours	ECTS	LEARNING OUTCOMES
Final exam	50%	2	0,08	CE10.1, CE17.2
Coursework (individual and group assignments)	40%	30	1,2	CE5.4, CE17.1, CE1.3, CE1.4, CE18.1
Attendance and participation	10%	30	1,2	CE1.3, CE5.3, CE5.4, CE10.1, CE10.2, CE17.2

### B) FINAL EXAM / SINGLE ASSESSMENT:

Instead of continuous assessment, students have the option to take the final exam, if they can prove they are not able to attend classes because they are attending other classes or they are repeat students. Those must partake in the single assessment will have to inform the teacher by mail before October the 1<sup>st</sup> and attach the appropriate document/s to justify the change.

The final exam will take place on the date and time scheduled according to the academic calendar posted in the official academic program of the school (EUTDH). The grade of the final exam will be 100% of the final grade. A minimum of 5 points will be required to pass the exam.

### RETAKE EXAM:

Students with a grade between 3.5 and 4.9 in the final exam will have the chance to retake the exam according to the calendar of the academic activities, which is reported in the students' guide or on the school's website. If these students pass the retake exam, their final grade will be 5.

## 9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Subject presentation class		1
2	Unit 1: Origin and evolution of the tourist activity.	MASTER CLASS	3
		INDEPENDENT STUDY	1
3	Unit 1: Origin and evolution of the tourist activity.	MASTER CLASS	3
		GUIDED ACTIVITY	1
4	Unit 2: Basic concepts and impacts of tourism.	MASTER CLASS	3
		INDEPENDENT STUDY	1
5	Unit 2: Basic concepts and impacts of tourism.	MASTER CLASS	3
		GUIDED ACTIVITY	1
6	Unit 3: Tourism demand.	MASTER CLASS	3
		INDEPENDENT STUDY	1
7	Unit 4: Tourism supply.	MASTER CLASS	3
		GUIDED ACTIVITY	1
8	Unit 4: Tourism supply.	MASTER CLASS	3
		INDEPENDENT STUDY	1
9	Unit 5: Basic tourism companies.	MASTER CLASS	3
		GUIDED ACTIVITY	1
10	Unit 6: Complementary tourism companies.	MASTER CLASS	2
		GUIDED ACTIVITY	2
11	Unit 7: Quality of tourist services.	MASTER CLASS	2
		INDEPENDENT STUDY	1
		GUIDED ACTIVITY	1
12	Unit 8: Tourism policy.	MASTER CLASS	2
		GUIDED ACTIVITY	2
13	Unit 9: Future tourism expectations.	INDEPENDENT STUDY	1
		GUIDED ACTIVITY	1
14	Course Review - Kahoot	MASTER CLASS	2
		INDEPENDENT STUDY	1
		GUIDED ACTIVITY	1
15	Evaluation - Partial Exam -	REVIEW AND LAST ASSIGNMENT DELIVERY	2

## 10. ENTREPRENEURSHIP AND INNOVATION

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By reflecting on the teacher's explanations, the students will begin to foster entrepreneurship and innovation. These reflections will make the students more aware of what aspects are needed to improve tourism, so that they may obtain an entrepreneurial spirit, see what interests the industry and how they can engage in their profession.

One possible way to do that is by analysing what is the current situation of the tourism industry through articles and projects/assignments that impact its situation.