

Subject Study guide “Tourism and Economic Geography”

1. IDENTIFICATION

- ✓ **Subject name:** Tourism and Economic Geography
- ✓ **Code:** 103749
- ✓ **Degree:** Bachelor's Degree in Hotel Management
- ✓ **Academic course:** 2018-2019
- ✓ **Subject type:** Compulsory
- ✓ **ECTS Credits (hours):** 6 (150)
- ✓ **Teaching period:** Second
- ✓ **Teaching language:** English
- ✓ **Teachers:** Esteve Dot Jutglà
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2. PRESENTATION

The course studies the phenomenon of tourism from a territorial perspective, based on theoretical concepts and methodologies of Economic Geography. The analysis covers the various territorial elements of the tourism system, in particular, tourist locational factors and tourist resources. Additionally, it analyzes the historical development of tourism and the current situation of tourism destinations at different scales. The subject introduces methods and techniques to locate tourism activities in the territory as well as techniques to evaluate the impacts of tourism on destination. Finally, it addresses spatial and urban planning as well as land management techniques to assist decision making in public policies in order to face the challenge of sustainability principles applied to tourism.

3. EDUCATIONAL GOALS

OBJECTIVES OF KNOWLEDGE

At the end of the course, the student should:

1. Understand the tourism phenomenon from a spatial and evolutionary point of view.
2. Know the tourism resources and the factors influencing tourist location within the territory.
3. Know the historical evolution of tourism activities and the characteristics of the main types of tourist attractions.
4. Develop some basic models applied in specific case studies to understand patterns of location of tourist activities.
5. Analyze what is the impact on tourism destinations, stimulating in students their critical and analytical capacity to identify these impacts.
6. To work on the concepts of sustainability and sustainable tourism.

7. Know the instruments of planning and management of tourist destinations.
8. Know and differentiate the main national and international tourist flows and destinations.
9. Demonstrate achieving a minimal knowledge of world, Spanish and Catalan geography.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC SKILLS

CE1. Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions, activities and areas in the context of tourism sector.

LEARNING OUTCOMES

CE1.7. Identify the basic principles of the hotel and catering industry from a geographical point of view

SPECIFIC SKILLS

CE13. Identify and evaluate the elements that govern activities in the hotel and restaurant sectors, as well as its interaction with the environment and impacts.

LEARNING OUTCOMES

CE13.6 Identify elements of the geography of world tourism, as well as major territorial, heritage and cultural tourist resources.

TRANSVERSAL SKILLS

CT1. Develop a capacity to learn independently.

CT4. Handle communication techniques at all levels.

CT7. Plan, organize and coordinate teamwork, creating synergies and negotiating and managing conflicts.

5. TOPIC AND CONTENT

1. Introduction: tourism and tourist territory

1.1. Tourism and tourism system

1.2. The factors of location of tourist activities

1.3. Resources and tourist offer

1.4. Historical development of tourism

2. Geography of destinations and tourist areas

2.1. Main regions and worldwide tourist destinations

2.2. Tourism in Spain and Catalonia

2.3. The diversity of tourist areas: coastal, urban, rural and mountain

3. Modelling the location of tourism activities in the territory

3.1. The Network Theory: connectivity and accessibility between places.

3.2. The Population Potential Model and other interaction models for the delimitation of areas of influence

3.3. The creation of tourist clusters

4. Tourism and sustainability

4.1. Impacts of tourism

4.2. Tourist destinations and sustainability

4.3. Instruments of urban planning

4.4. Tourism planning: Spatial Planning in Catalonia and other areas. Sectorial Plans

4.5. The management of tourist destinations

4.6. Environmental protected natural areas

6. RECOMMENDED BIBLIOGRAPHY

- ANTON, S. & GONZÁLEZ, F. (coords.) (2005). Planificació territorial del turisme. Barcelona: Ed. UOC (Subject 2).
- ANTON, S. & GONZÁLEZ, F. (coords.) (2007). A propósito del turismo: la construcción social del espacio turístico. Barcelona: Ed. UOC (Subject 2).
- BARRADO, A. & CALABUIG, J. (2001). Geografía mundial del turismo. Madrid: Ed. Síntesis (Subject 3).
- BLASCO, A. (2006). Tipologías turísticas. Girona: Xarxa d'Escoles de Turisme (Subject 3).
- COOPER, C. et al. (2007). El turismo. Teoría y práctica. Madrid: Síntesis (Subject 2 & 3).
- GENERALITAT DE CATALUNYA (2009). Atles del turisme a Catalunya. Barcelona: Direcció General de Turisme (consultable a: www.atlesturismecatalunya.cat) (Subjects 1, 2 & 3).
- FULLANA, P. & AYUSO, S. (2001). Turisme sostenible. Barcelona: Rubes (Subject 2).
- PRIESTLEY, G.K. & LLURDÉS, J.C. (dirs.) (2007). Estrategia y gestión del turismo en el municipio. Bellaterra: Servei de Publicacions de la UAB (Subject 2).
- VERA, J.F. et al. (2011). Análisis territorial del turismo y planificación de destinos turísticos. València: Ed. Tirant Lo Blanch (Subjects 2 & 3).
- WILLIAMS, S. (2009). Tourism geography: a new synthesis. London & New York: Routledge (Subjects 1, 2 & 3).
- WILLIAMS S. & LEW A.A. (2015). Tourism Geography: Critical Understandings of Place, Space and Experience. London & New York: Routledge (Subjects 1, 2 & 3).
- <http://unwto.org/es> (World Tourism Organisation. Various studies and statistics on international tourism) (Subjects 1, 2 & 3).

7. TEACHING METHODOLOGY

The course has three operating tools:

a) Methodology for the Theoretical Section

In class lectures during eleven weeks. The classes will have visual support (Power Point presentations).

b) Methodology for Practical Section

Practices related to the theoretical part of the course. The seminars involve the delivery of a document on paper or digital form for evaluation. Occasionally we will use specialized software.

c) The Virtual Campus

Campus Virtual platform will be used to complement information and alternative means of communication between students and teacher. In the Virtual Campus it will be complementary material in digital format, covering theory, course syllabus, as well as the information on the assignments.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Theoretical classes	44	1.76	CE1.5, CE5.5
Type: Supervised			
Tutorials	15	0.6	CE1.5, CE5.5, CT4
Type: Autonomous			
Reports	38	1.52	CE1.5, CE5.5, CT1, CT2, CT10
Study and readings	53	2.12	CE1.5, CE5.5, CT4

8. ASSESSMENT SYSTEMS

A) CONTINUOUS ASSESSMENT

The evaluation of this course consists of the following system:

- a) Two exams, covering course material, 60% of the final grade.
- b) Practical exercises submitted within the deadline, 40% of the final grade.

In order to have a final mark, students must obtain (in all the activities included in "a" and "b") at least 4 out of 10 points.

Participation in classroom activities will be positively valued, adding half a point to the final mark.

B) SINGLE ASSESSMENT: Final exam (all content).

Date and time established by the academic calendar in the Official Programming Centre (EUTDH).

In any case the evaluation will be in English only.

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Exams	60 %	4	0.16	CE1.5, CE5.5
Practical exercises	40 %	35	1.4	CE1.5, CE5.5

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	1	Theoretical class + seminar	3+1
2	1	Theoretical class + seminar	3+1
3	1	Theoretical class + seminar	3+1
4	2	Theoretical class + seminar	3+1
5	2	Theoretical class + seminar	3+1
6	2	Theoretical class + seminar	3+1
7	2	Theoretical class + seminar	3+1
8	3	Theoretical class + seminar	3+1
9	3	Theoretical class + seminar	3+1
10	3	Theoretical class + seminar	3+1
11	3	Theoretical class + seminar	3+1

10. ENTREPRENEURSHIP AND INNOVATION

One of the practical tasks of the course is to prepare and present an oral presentation to the class. This will encourage good communication skills in future tourism industry professionals.

Another contribution is linked to *neogeography* to review the presence of the use of mapping on the Internet with Georeferencing and GeoTagging.