



Department of Physical Geography and Regional Geography Analysis

GLOBAL TOURISM TODAY

1º year Grade of Turism. Academic year 2017/2018 (Group 6)

TYPE OF COURSE: Compulsory subject in 1st Year (I Semester)

PROFESSOR: Prof. Marco Garrido-Cumbrera, PhD

PRESENTATION & OBJECTIVES:

The Bachelor degree in Tourism is recent at the Spanish University. The institution must, in addition to the professional training of students, ensuring a comprehensive and multidisciplinary training to do the Diploma in Tourism and versatile specialist well versed in the many dimensions, facets and trends shaping the tourism phenomenon today.

From the above approach, the basic objectives of this course are:

1 To familiarize students with a complex and multidisciplinary approach of the tourism phenomenon, that affects how special geographical implications of the activity (territorial socioeconomic, environmental, and political activity).

2 Provide the knowledge and skills needed to approach the analysis of tourism skills at different scales.

3 Sensitize students to major trends, paradigms and conflicts observed in the recent evolution of tourism and, to the extent possible, provide information and facilitate the acquisition of criteria to make a reasoned and critical analysis of the facts Travel and observed phenomena.

4. Familiarize students with the consultation of information sources relevant tour, both traditional (newspapers, magazines, guidebooks, etc.), and technological (web pages), promoting a kind of critical inquiry and selective.

TEACHING METHODOLOGY:

Theoretical Lecturers:

The lectures will be developed through classroom explanation of the contents that make up the content of the course. This explanation is based on the delivery of lectures, the use of technological resources and / or audiovisual input from other teaching resources (to be offered in photocopying and e-learning platform of the US), or promoting participation of students in relation to the contents of the subject.

Practical Lecturers:

In the practical classes of materials have to be worked in the same classroom: newspaper articles, short texts, documentaries, slides, graphs, maps, etc. The review of materials will have a preset script or consist of a questionnaire to be filled.

Activities outside the classroom:

Students will have to perform the following activities outside the classroom: 1 The realization of a work group consisting of preparing a presentation on the highlights from the tourist point of view of a given country (except Spain). This work will follow a preset script provided by the teacher, although some flexibility is allowed and welcome any contributions made students. At the end of the year (December and January) the work will be presented in class with peers and the teacher. Throughout the course some classes may be allocated to guidance and clarification of doubts about the job. Although the work is intended to be developed in a group, individual achievement considering the personal circumstances of students (family, work, etc.) is permitted. 2. Short individual works through commentaries on various materials relevant to the course: texts from various sources, scientific articles, websites, documentaries, graphs, maps, etc. The analysis and comment of such materials will also be made under a scheme of work provided by the teacher.

SYLLABUS:

Topic 1. General approach to tourism nature: conceptual and terminological aspects.

Chapter 1. Nature and Concept of Tourism
Chapter 2. Tourist Motivation
Chapter 3. Tourist Typologies
Chapter 4. The Nature of the Tourist Experience
Chapter 5. Concepts Definitions

Topic 2. Historical tourism development: from antiquity to the present.

Chapter 1. History of Transportation.
Chapter 2. Evolution of Tourism to our Times.

Topic 3. The global tourism phenomenon: current status and case studies.

Chapter 1. Essential data on international tourism
Chapter 2. Development of the tourism sector worldwide
Chapter 3. Tourism in low-income countries

Topic 4. The tourism phenomenon at European level: current status and case studies.

Chapter 1. Basic characteristics of tourism in Europe.
Chapter 2. Key facts on tourism in Europe.

BIBLIOGRAPHY:

- BONIFACE B.G.; COOPER C. (2005). *Worldwide Destinations. The geography of travel and tourism.* Oxford: Elsevier.
- COOPER, C. y HALL, M. (2007): *Contemporary tourism: an international approach.* Butterworth-Heinemann/Elsevier, Amsterdam.
- GARRIDO-CUMBRERA, M.; FERNANDEZ DE LEÓN, C.A.; BRAÇE, O. (2016): A comparison of Tourism Industry in Emerging Powers (Argentina and Brazil): From rivalry to interdependence. n° 38, pp. 537-540.

- GOELDNER, C.R. y BRENT RITCHIE, J.R. (2009): *Tourism: principles, practices, philosophies*. John Wiley and Sons Eds., New York.
- HORNER S. SWARBROOKE J. (2004): *International Cases in Tourism Management*. Oxford: Elsevier.
- LEW A. A., HALL C. M. AND TIMOTHY D. J. (2008). *World Geography of Travel and Tourism. A regional approach*. Oxford: Elsevier.
- WORLD TOURISM ORGANIZATION (2017): *UNWTO Tourism Highlights, 2017 Edition*. UNWTO, Madrid.
- WORLD TOURISM ORGANIZATION & WTO EDUCATION NETWORK (1998): *International Tourism. A global perspective*. (Dir. Chuck y Gee). UNWTO, Madrid.
- SHARPLEY, R. (2011): *The study of tourism*, Routledge, New York.
- WILLIAMS, S. (2009): *Tourism geography: a new synthesis*. Routledge, London – New York.

Other sources of information:

WORLD TOURISM ORGANIZATION (UNWTO): <http://www.unwto.org/>

EUROPEAN UNION: http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm

WORLD TRAVEL & TOURISM COUNCIL: <http://www.wttc.org/>

ASSESSMENT AND RATING SYSTEMS

1. Exam Theory-Practice (80% of the final marks)

- A final examination on the subject contents explained during the course (test and open-ended). It will include questions related to the practical exercises (if these haven't been submitted at the appropriate time).

Practical exercises

- Dossier including all individual practical exercises conducted during the development of classes and should be delivered the day of the exam including the following:
 1. News commentaries.
 2. Review of documentaries.
 3. Literature search for the group project.
 4. Practical exercises on specific aspects.

2. Group project (20%)

- Group project on an important global tourist milestone or phenomenon including its class presentation.

Requirements to pass this subject

1. Theory exam: minimum mark should be 4/8.
2. Group project: minimum mark should be 1/2.

COURSE TUTORING

Monday 12.00 am to 13.30 pm
 Faculty of Tourism and Finance
 Room 2.17
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