

## *Syllabus of the course “Fundamentals of Tourism”*

### I. IDENTIFICATION

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- ✓ **Course Name:** Fundamentals of Tourism
- ✓ **Code:** 101 193
- ✓ **Program:** Degree in Tourism
- ✓ **Academic year:** 2016-17
- ✓ **Type of course:** Compulsory
- ✓ **ECTS credits (hours):** 6 (150)
- ✓ **Period instruction:** 1st semester
- ✓ **Language taught:** English
- ✓ **Lecturer:** Melissa Torres

### II. 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.

### III. OBJECTIVES, SPECIFIC SKILLS AND TRAINING

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

- CE1. Demonstrates 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 subsectors business.

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

CE5.3. Identify the complexity of the tourism industry and its subsectors, as well as the relationship 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. Argue critically from different theoretical perspectives, ideologically and based on best practices, the reality surrounding the tourism industry.

CE10.1. Arguing through the vision of the industry and theoretically, how should tourism be developed.

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 before various organizations and negotiate projects and tourism development plans applied to certain areas and regions

CE17.1. Distinguish and describe the different projects for tourism 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 on the economic dimension of the tourism industry and its companies (characteristics of the companies, the weight of tourism development, market research, etc.).

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

#### IV. TRANSVERSAL SKILLS

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✓ **Instrumentals**

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

✓ **Interpersonal:**

- CT6. Plan, organize and coordinate teamwork, creating synergies and knowing how to place one-self in the place of others.
- CT9. To behave responsibly with the environment and with social and cultural development.
- CT10. Know to act in teamwork

✓ **Systemic**

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

#### V. AGENDA AND CONTENTS

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Unit 1: History, evolution and future prospects of tourism.

Unit 2: Tourism markets: tourism demand.

Unit 3: Tourism markets: tourism supply.

Unit 4: Tourism markets: the tourist companies.

Unit 5: Tourism markets: types of tourism businesses.

Unit 6: The Spanish tourism model: territorial and economic perspective.

Unit 7: Tourism policy and funding local authorities. Financial aspects of tourist businesses.

#### VI. RECOMMENDED READING

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- Bull, A. (1994): *La economía del sector turístico*. Alianza Economía.
- 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 Llordés, J.C. (dir) (2007): *Estrategia y gestión del turismo en el municipio*. UAB
- Valls, J.F. (1996): *Las claves del mercado turístico*. Deusto Turismo.

## VII. TEACHING METHODS

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

## VIII. EVALUATION

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There will be a final exam after Unit 5 which will represent 50% of the grade.

The evaluation and the series of activities and works referred to the remaining Units (6 and 7) will represent another 20% of the grading.

To pass the course students must get, at least, a grade 5 over 10 in each part.

Additionally, there will be various coursework to be completed during the semester, which will represent 20% of the grading.

Attendance and participation will have a weight of 10%.

## IX. ORGANISATION OF TIME STUDENT'S DEDICATION

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		Hours devotion student	% Of total
<b>Sessions theory</b>	Classroom	30	20
	Study	30	20
<b>Guided (1)</b>	Classroom	15	10
	Study	15	10
<b>Tutoring</b>	Classroom	15	10
	on-line (2)	20	12.5

<b>Study (3)</b>	Theory	10	7.5
	Study	15	10
<b>Other activities: visits, etc.</b>		---	---
<b>TOTAL</b>		150	100

- (1) Guided activities include problem solving, exercises, case studies or approach coursework.
- (2) The tutorials include *online* consultations not only between teacher and student via e-mail but students must read the evaluation documents that the teacher will be upload on 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 search, writing, public presentation).

## X. TIME TEACHING

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WEEK	TOPIC	METHOD	HOURS
1	PRESENTATION COURSE		1
2	Unit 1: History and evolution of tourism	MASTER CLASS	3
		INDEPENDENT STUDY	1
3	Unit 2: Tourism markets: tourism demand	MASTER CLASS	3
		GUIDED ACTIVITY	1
4	Unit 3: Tourism markets: tourism supply	MASTER	3
		INDEPENDENT STUDY	1
5	Unit 1: Future prospects of tourism	MASTER CLASS	3
		GUIDED ACTIVITY	1
6	Unit 4: Tourism markets: tourism companies	MASTER CLASS	3
		INDEPENDENT STUDY	1
7	Unit 4: Tourism markets: tourism companies	MASTER CLASS	3
		GUIDED ACTIVITY	1
8	Unit 5: Tourism markets: types of tourism businesses	MASTER CLASS	3
		INDEPENDENT STUDY	1
9	Unit 5: Tourism markets: types of tourism businesses	MASTER CLASS	3
		GUIDED ACTIVITY	1
10	Unit 6: The Spanish tourism	MASTER CLASS	2

	model: territorial and economic perspective	GUIDED ACTIVITY	2
11	Unit 6: The Spanish tourism model: territorial and economic perspective	MASTER CLASS	2
		INDEPENDENT STUDY	1
		GUIDED ACTIVITY	1
12	Unit 7: Tourism policy and funding local authorities	MASTER CLASS	2
		GUIDED ACTIVITY	2
13	Unit 7: Tourism policy and funding local authorities	INDEPENDENT STUDY	1
		GUIDED ACTIVITY	1
14	Unit 7: Tourism policy and funding local authorities	MASTER CLASS	2
		INDEPENDENT STUDY	1
		GUIDED ACTIVITY	1
15	EVALUATION	REVIEW AND DELIVERY LAST WORK	2

## **XI. ENTREPRENEURSHIP AND INNOVATION**

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Fostering entrepreneurship and innovation will take place through the reflections that students themselves shall make to the teacher's explanations. These reflections will be aimed to make the students aware of what aspects are needed to improve tourism, so that they get an entrepreneurial spirit, see what interests the industry and how they can engage in their profession.

One possible way to do that is analysing what is the reality of the tourism industry through articles and works that impact on its situation.