

Tourist and Economic Geography

Code: 103749
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OB	3	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

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.

Competences

- Demonstrate knowledge of the basic principles of accommodation and catering in all their dimensions, departments, activities and areas in the context of the tourist sector.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.

- Develop a capacity for independent learning.
- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
- Work in teams.

Learning Outcomes

1. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
2. Develop a capacity for independent learning.
3. Identify elements of the tourism geography of the world, and also the main regional, patrimonial and cultural resources related to tourism.
4. Identify the basic principles of the hotel and catering industry from a geographical viewpoint.
5. Manage and organise time.
6. Manage communication techniques at all levels.
7. Plan and manage activities based on quality and sustainability.
8. Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
9. Work in teams.

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

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.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom activities	7	0.28	1, 2, 6, 5, 3, 4, 7, 8, 9
Theoretical class	37	1.48	1, 3, 4
Type: Supervised			
Tutorials	2	0.08	2, 3, 4, 7, 8
Type: Autonomous			
Assignments	45	1.8	1, 2, 6, 5, 3, 4, 7, 8, 9
Study and readings	56	2.24	2, 3, 4

Assessment

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

Title	Weighting	Hours	ECTS	Learning Outcomes
First partial exam	30%	1.5	0.06	1, 2, 6, 5, 3, 4
Practical assignments	40%	0	0	1, 2, 6, 5, 3, 4, 7, 8, 9
Second partial exam	30%	1.5	0.06	1, 2, 6, 5, 3, 4

Bibliography

- ANTON, S. & GONZÁLEZ, F. (coords.) (2005). Planificación territorial del turismo. Barcelona: Ed. UOC (Subject 2).
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- 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). Atlas 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).