

Degree	Type	Year
Tourism	OT	4

Contact

Name: Jose Antonio Mansilla Lopez

Email: jose.mansilla@uab.cat

Teachers

Jose Antonio Mansilla Lopez

Teaching groups languages

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Prerequisites

The subject is developed under analysis of diverse sources of social and human sciences, reason why the continuous reading of academic articles, books, studies, magazines and news is requested like previous prerequisite.

Objectives and Contextualisation

- Argue critically and reflectively about the characteristics that define the tourism phenomenon on a global and local scale.
- Detect the social-cultural elements involved in tourism.
- To know and apply knowledge from the social and human sciences in the analysis of tourism.
- Observe, analyze and adopt a holistic view on the interpretive models of tourism.
- Understand the characteristics and motivations of individuals as consumers and producers of tourism.

Competences

- Behave responsibly towards the environment.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Develop a capacity for independent learning.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.
- Plan and manage activities on the basis of quality and sustainability.

- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Work in a team.

Learning Outcomes

1. Apply communication and marketing strategies in public and private tourism organisations and in the public entities that promote tourism.
2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Identify the instruments related to the commercialisation and promotion of products, businesses and regions.
5. Plan and manage activities on the basis of quality and sustainability.
6. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
7. Work in a team.

Content

Unit 1. Introduction to the Sociology of Tourism.

In this first section of the course we will discuss the concept of Sociology in general and also applied to the studies of tourism. We will introduce the principal research techniques and methods and discuss the principal authors and theoretical trends. We will talk about social behavior and analyze the importance of History and productive changes in its evolution.

Unit 2. Tourists: social patterns of behavior.

This part of the course will focus on the social patterns of tourist behavior, on the various tourist activities, discourses and experiences, before undertaking the trip, during and after. We will analyze the dynamics of organized groups of tourists and the social impacts of tourism travel. Also, we will review the most important methodologies used in the analysis of tourism as a social process.

Unit 3. Psychosocial approach to the study of tourism: the destination.

In this section we will approach the study of tourism from a psychological perspective. To start, we will focus on the psico-social implications of tourist destinations, analyzing the concept of tourist destination and the process of formation of the destination image. We will discuss the importance of visual culture in tourism discourses: movies, novels, television, documentaries, social networks and the social construction of tourism products.

Unit 4. Psychosocial approach to the study of tourism: the behavior of the individual.

In this final unit we will concentrate on the study of the individual and his behavior patterns in different situations based on an analysis of concrete and practical cases that will allow to establish a framework context on the impacts generated by the individual during the touristic practices.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Debates and solution of practical cases	15	0.6	3, 7
Master classes	30	1.2	2, 5, 6
Type: Supervised			
Personal tutor session	5	0.2	3, 4
Type: Autonomous			
Preparation of individual and group work	50	2	1, 4, 7
Public presentations	5	0.2	2, 4, 5, 7
Study	43	1.72	1, 3, 6

Language: English

From the methodological point of view, the course will work on the basis of the following criteria:

1. Criterion of the theoretical study of the subject that is concretized in expositions to the face-to-face classes.
2. Criterion of cases and practical activities inside and outside the classroom, in terms of solving problems, understanding situations based on articles and textbooks, specific expositions about a news item.
3. Criterion for the realization of group work previously covered within the scope of the course and which will be followed by tutoring and subsequently exposed.
4. Criterion of the tutorials, face-to-face and online, as a complementary factor and of consultation and help to the student in the theoretical questions and practices proposed.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	10%	0	0	3, 5, 6
Final Exam	40%	2	0.08	2, 3, 5, 6
Individual/Group work project	40%	0	0	1, 2, 3, 7
Practical cases	10%	0	0	4, 6

The evaluation system used is continuous and consists of four sections:

- First section: 40% intended for the assessment of a theoretical subject exam.
- Second section: 40% intended for the evaluation of the compulsory work done in a group, and which corresponds to the hours spent by the student inside and outside of classes.
- Third section: 10% of the evaluation intended for the evaluation of the debates, practical cases carried out in the classroom (directed face-to-face activities).
- Fourth section: 10% corresponding to attendance and participation.

Important note:

- To pass the subject, the resulting grade (average of all sections) must be at least a 5. Each section must be rated at least 3 to make an average.
- Partial or total plagiarism will result in the non-accreditation of the entire subject.

Unique assessment

In case the student does not pass the continuous assessment or decides to follow the single assessment, this will be a final exam of the entire syllabus.

Students who in this single assessment are between 3.5 and 4.9 will have the right to re-assessment

Remember that the dates of the single assessment and the re-assessment will be published on the centre's website.

Bibliography

1. Basic bibliography:

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- Graburn, N., Jafari, J. (1991). Introduction: Tourism social science, *Annals of Tourism Research*, 18(1), pp. 1-11.
- MacCannell, D. (1999) *The tourist. A new theory of leisure class*. U.S. University of California.
- Boissevain, J. (1996). *Coping with Tourists. European Reactions to Mass Tourism*. Berghahn.
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- Yanes, S. (2021). *La cuestión turística. Trece entrevistas para repensar el turismo*. Alba Sud & Pasos.

2. Complementary bibliography:

- Aitchison, C. (2001). Theorizing other discourses of tourism, gender and culture. Can the subaltern speak (in tourism). *Tourist Studies*, 1, 133-147.
- Cohen, E. (1984). The Sociology of Tourism: Approaches, Issues, and Findings. *Annual Review of Sociology*, 10, pp. 373-392
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- Nuñez, T. (1965). Tourism, Tradition, and Acculturation: Weekendismo in a Mexican Village. *Ethnology*, 2 (3), pp. 347-352
- Murray, I (2015). *Capitalismo y Turismo en España. Del 'milagro económico a la gran crisis'*. Islas Baleares. AlbaSud.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370.
- Edensor, T. (1998). *Tourists at the Taj*. Routledge.

Software

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Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed