

Syllabus

Subject

Subject / Group	20500 - Introduction to Tourism / 10
Degree	Double Degree in Economics and Tourism (2015) - First year Double Degree in Business Administration and Tourism - First year Double degree in Economics and Tourism - First year Degree in Tourism - First year
Credits	6
Period	1st semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Antonio Luis Alcover Casasnovas <i>Responsible</i> toni.alcover@uib.es	12:30	14:00	Tuesday	09/09/2019	16/02/2020	DB-250 - Edf Jovellanos (Se ruega contactar previamente a la cita vía email))
Carolina Navarro López carolina.navarro@uib.es	10:30	11:30	Tuesday	17/02/2020	12/07/2020	DB-250 - Edf Jovellanos (Se ruega contactar previamente a la cita vía email))

You need to book a date with the professor in order to attend a tutoring session.

Context

Contextualisation

The general aim of this subject is to familiarise students with the most important concepts related to tourism, namely:

- The origin and process of consolidation of the tourism phenomenon
- The most important definitions and magnitudes of tourism
- Travellers' motivations and the impacts generated by tourism
- The main components of tourism offering
- The main components of tourism demand
- Tourism intermediaries
- The main aims, agents and instruments of tourism policies

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These goals are pursued with special attention paid to the specific case of the Autonomous Community of the Balearic Islands.

Requirements

Requirements

Knowledge of English is considered essential in this subject so that students can search for information, prepare and present assignments. A basic command of computer tools is also considered necessary to be able to carry out searches for information and to deliver presentations.

Essential

Essential requirements

Knowledge of English is an essential requirement in the morning groups as classes will be conducted in this language and it will also be used to present assignments.

Recommended

Recommended requirements

- User-level knowledge of computer software (Word, Excel, PowerPoint, Internet).
- Knowledge of oral and written English.

Skills

Specific

- * • CE-2. To acquire an integral vision of the tourism phenomenon and to understand the relationships among the different subsystems and disciplines it is made up of.
- * • CE-6. To acquire a critical awareness of the importance of the economic processes, business relationships, market policies and evolution of the world economy that have a widespread influence on tourist flows.
- * • CE-7. To learn to collect, process, analyse and interpret information and to tackle tourism issues by deploying the specific competences of workers in different branches of tourism, including the capacity to make appropriate use of the information and communication technologies (ICT).

Generic

- * • CG-1: To demonstrate, possess and understand a fundamental knowledge of subjects related to tourism from the different scientific disciplines, of their epistemological evolution and the relationship each of them has with the other scientific disciplines that deal with it, starting out from the knowledge acquired in secondary education and developing up to a level that guarantees knowledge of the state-of-the-art in the study of this discipline.
- * • CG-2: To be capable of applying technical and methodological knowledge to one's work in a professional way by integrating the different fields of study related to tourism that have been seen, and to possess the skills that must be demonstrated by preparing and defending arguments and resolving problems within the topic of study.



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- * • CG-3: To have the capacity to collect and interpret relevant quantitative, qualitative and spatial data so as to be able to make judgements that include critical reflection on significant topics related to tourism of a territorial, social, economic, legal, scientific or ethical nature.

Transversal

- * The basic competences students will have to achieve by the end of the degree can be consulted at the following address: http://estudis.uib.cat/es/grau/comp_basiques/

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

Range of topics

I.- INTRODUCTION

1.-. Basic concepts of tourism

- Origins and definition of tourism. Myths and realities.
- The concepts of visitor, tourist, excursionist and traveller.
- The tourism system. Spatial interrelationships.
- The destination: concept, characteristics, components and participants.

2.-. Historical evolution of tourism.

- The main features of the historical evolution of tourism on a worldwide level.
- Tourism in Spain throughout the 20th and 21st centuries.
- The history of tourism in the Balearic Islands.

II.-. TOURISM DEMAND

3.-. Demand and consumer behaviour in tourism.

- Tourism demand.
- The process of decision-making in consumers of tourism products: motivations and types of tourists.
- Consumer behaviour models and CRMs
- Marketing in tourism. Main concepts and planning

4.-. Demand measuring. Factors determining demand and statistical sources

- Demand for international tourism and demand for domestic tourism.
- The use of statistics concerning tourism and the research process.
- Factors determining demand.
- Sources of statistics about demand.
- Predicting tourism demand.

III.-. THE TOURIST DESTINATIONS. IMPACTS

5.-. Economic impact of tourism

- The importance of tourism in the economy. Tourism GDP and satellite accounts.
- Direct and indirect effects of tourism. Multipliers.
- Impact of tourism: Differentiated methodological approaches.
- Tourism in the balance of payments and in employment.



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6.- Environmental and sociocultural impacts of tourism.

The concept of carrying capacity.

Environmental Impact Assessment: concept, evaluation and follow-up. Environmental action programmes.

The process of tourism development. Positive and negative impacts upon the receiving societies.

Assessment of the social and cultural changes deriving from tourism.

UNWTO ethic code of tourism.

7.- Sustainable tourism and planning for development

Background and definition of sustainable tourism.

Types of sustainability and measurement indicators.

The evolution and sustainability of destinations. Competitive destinations.

Implementation of sustainability. The role of government and instruments.

IV.- TOURISM INTERMEDIARIES

8.- Travel agencies and tour operators

Travel agencies. Concepts and functions. Main types of agencies.

Tour operator; Concept and types. The main tour operators in Europe and in the Balearic Islands.

Organisation and package holiday pricing. Commercialisation of the tourism product.

The ICTs and their effects on intermediation in tourism.

The new sales channels. Tourism 2.0.

V.- TOURISM SUPPLY

9.- Accommodations

Concept and types of hotel accommodations.

Hotel business; its structure and funding. Analysis of the hotel supply in the Balearic Islands.

The largest hotel chains at the worldwide, Spanish and Balearic levels.

Other types of accommodation: tourist apartments, holiday villages, campsites, agrotourism, rural and interior tourism, time sharing, condohotels and renting houses and apartments.

10.- Transportation

Characteristics, evolution and role played by road, rail and sea transportation in tourism.

Air transport. Deregulation of the air travel market: from national to low-cost airlines.

Current situation; economic crisis and environmental discussion

11.- Attractions

Definition of attraction. Natural attractions and man-made attractions.

Characteristics and classification of attractions.

Specific attractions. Management and future of attractions.

VI.- TOURISM POLICY

12.- The public sector and policy design.

Levels of administration and competences in tourism policy.

Economic policy and its effects on tourism.

Intervention instruments.

The main features of the Spanish and Balearic tourism policy.

Autonomic and national territorial planning and its effects on tourism.

International tourism institutions

13.- The future of tourism

Future trends in accommodation.

Future trends in transport.



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Social aspects.
Technological aspects.

Teaching methodology

Teaching methodology
In-class work activities

In-class work activities (1.8 credits, 45 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Masterclasses	Large group (G)	To present and explain the knowledge students must acquire on the course. To make it easier for students to learn the subject, appropriate transparencies and texts will be provided online.	28.5
Practical classes	Delivery and assessment of assignments	Medium group (M)	Students must present and defend their work in front of their classmates, who will have to evaluate the work, and do so in a convincing manner and bearing in mind a series of rules. The purpose of the assignment is to get students to search for data and to prepare an eminently practical piece of work about the material taught in the subject, and to show they are capable of capturing their classmates' interest, which will help them to achieve a good mark. The students attending such presentations must also be able to learn the different expository techniques used and the knowledge about tourism that is presented.	12.5
Practical classes	Presentation of a practical assignment	Medium group (M)	To learn to apply the different techniques used for preparing and presenting assignments in the presence of an audience. To learn to assess classmates.	0.5
Assessment	Multiple-choice questions (II)	Medium group (M)	To assess the knowledge acquired in each block of knowledge by means of questions about the main concepts or data that has been worked on throughout the course.	1
Assessment	Multiple-choice questions (I)	Medium group (M)	To assess the knowledge acquired in each block of knowledge by means of questions about the main concepts or data that has been worked on throughout the course.	1
Assessment	Assessment Final exam	Large group (G)	To evaluate the knowledge acquired from a general perspective by means of essay questions	1.5

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (4.2 credits, 105 hours)

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Modality	Name	Description	Hours
Individual self-study	Study	Students study the concepts that have been explained in class.	65
Individual self-study	Reading	To foster reading and the critical judgement of students with regard to current affairs in tourism. To encourage interest, questions and class participation.	10
Group self-study	Group self-directed study and work	systematise the information obtained so as to be able to work on assignments or complete notes.	15
Group or individual self-study	Prepare an assignment	To learn to present information in a systematic manner. To prepare and deliver a presentation in public in a fast, coherent and orderly manner.	15

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Presentation of a practical assignment

Modality	Practical classes
Technique	Papers and projects (non-recoverable)
Description	To learn to apply the different techniques used for preparing and presenting assignments in the presence of an audience. To learn to assess classmates.

Assessment criteria

Final grade percentage: 20%

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Multiple-choice questions (II)

Modality	Assessment
Technique	Short-answer tests (non-recoverable)
Description	To assess the knowledge acquired in each block of knowledge by means of questions about the main concepts or data that has been worked on throughout the course.

Assessment criteria

Final grade percentage: 20%

Multiple-choice questions (I)

Modality	Assessment
Technique	Short-answer tests (non-recoverable)
Description	To assess the knowledge acquired in each block of knowledge by means of questions about the main concepts or data that has been worked on throughout the course.

Assessment criteria

Final grade percentage: 20%

Assessment Final exam

Modality	Assessment
Technique	Extended-response, discursive examinations (recoverable)
Description	To evaluate the knowledge acquired from a general perspective by means of essay questions

Assessment criteria

Final grade percentage: 40%with a minimum grade of 4

Resources, bibliography and additional documentation

Basic bibliography

Resources, bibliography and additional documentationIn the English group, the recommended coursebook will be:

"Essentials of Tourism." (2012), Chris Cooper. Ed. Pearson Education Limited, Harlow, United Kingdom.

"Tourism. Principles and practice" (2013), John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. Ed. Pearson Education Limited, Harlow, United Kingdom.

Basic bibliographyCooper, C. Fletcher, J. Fyall, A. Gilbert, D. & Wanhill, S. "El turismo teoría y práctica" Editorial Síntesis, Madrid, 2007.

Ribas, J. 'Estructura y Economía del Mercado Turístico'. Fundesen, 2007.

Sáez, A. Martín, P. & Pulido, J.I. (coordinadores). "Estructura Económica del Turismo". Editorial Síntesis, Madrid, 2006.

Según he visto parece que se llama: "Tourism: Principles and Practice", por si el autor quiera comprobarlo...

Complementary bibliography

Complementary bibliography

Iranzo, J. et al., 'Estructura Económica de los Mercados Turísticos'. Instituto de Estudios Económicos.

Asociación Española de Expertos Científicos en Turismo (serie anual): La actividad turística española en AECIT. Madrid.

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Figuerola Palomo, M. (2000), 'Introducción al estudio económico del turismo'. Cívitas.
Uriel Jiménez, E. & Hernández Martín, R. (Coord.) (2004), 'Análisis y tendencias del turismo', Ediciones Pirámide, Madrid.
VV.AA. (2004) 'Turismo; Los retos de un sector Estratégico' Papeles de Economía Española N° 102. Specialised journals
VV.AA. Llibre Blanc del turisme de les Illes Balears (2009). Conselleria de turisme de les Illes Balears, Sa Nostra, UIB, Cambra de Comerç de Mallorca. Palma.
Vogeler Ruiz, C. & Hernández Armand, E. 'Mercados turísticos: estructura, operaciones y procesos de producción'. Centro de Estudios Ramón Areces. 2001
Edición electrónica: <http://www.llibreturismebalears.com/>

Other Complementary Bibliography

Barquín Gil, R. Moral Rincón, MJ. & Pedrosa Rodríguez, M. "Estructura económica de los mercados turísticos: flujos sectores y productos" UNED, Unidad Didáctica, Madrid, 2007
Blasco, A., Segura, F. & J. Clar (2007). "Legislación turística." Col·lecció legislativa, Govern de les Illes Balears, Palma.
Conselleria d'Economia i Hisenda. Banca March. 'El turismo en las Baleares'. Conselleria d'Economia i Hisenda del Govern de la CAIB; Banca March, 1981.
Muntaner Montijano, J. 'Estructura del Mercado Turístico'. Síntesis, 1999.
Pedreño, A. 'Introducción a la economía del turismo en España' Cívitas, 1996.
Sancho, A. (dir). 'Introducción al Turismo', OMT. 1998
Sastre Albertí, A. 'Estructura del Mercat Turístic Balear'. Institut d'Estudis Balearics, 1996.
Uriel et al. 'El sector turístico en España'. CAM, Alicante, 2001.

Other resources

Other resources
Annals of Tourism Research.
Tourism Economics
Tourism Management
CAIB statistics:
<http://www.finestraturistica.org/fintur/index.ct.jsp>
<http://www.caib.es/ibae/ibae.htm>
Spanish statistics:
Secretaria de Estado de Comercio y Turismo: <http://www.mcx.es/>
Instituto de estudios turísticos: <http://www.iet.tourspain.es/>
Instituto Nacional de Estadística: <http://www.ine.es/>
Banco de España: <http://www.bde.es/>
European Statistics
Eurostat: <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/>
Eurobarometro: http://ec.europa.eu/public_opinion/flash/fl_258_en.pdf
Worldwide statistics (World Tourism Organisation): <http://www.world-tourism.org/espanol/>
News in the sector:
<http://www.hosteltur.com>
<http://www.exceltur.org>

