

Academic Year: ( 2019 / 2020 )

Review date: 04-05-2020

Department assigned to the subject: Social Analysis Department

Coordinating teacher: DIAZ GANDASEGUI, VICENTE

Type: Electives ECTS Credits : 6.0

Year : Semester :

## OBJECTIVES

This section presents the competences associated to the subject:

CB3: Students acquire the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CG3: Students acquire the ability to gather and interpret quantitative, qualitative and spatial data relevant to make judgments that include a critical reflection on relevant issues of territorial, social, economic, legal, scientific or ethical, related to tourism.

CE1: Students understand the principles of tourism, its spatial, social, cultural, legal, political, labor and economic dimensions, and acquire a comprehensive vision of the tourism phenomenon.

CE2: Students understand the dynamic and evolving nature of tourism and the new leisure society.

CE4: Students understand the relationship between economy and society in a world strongly conditioned by technological progress and climate change, with the aim of developing tourism activities that contribute to sustainability.

CE5: Students acquire capacities to analyze the interrelations between the physical environment and human societies and their distribution on the earth's surface; as well as analyzing and interpreting spaces, landscapes and cartography.

The learning outcomes are the following:

LO1: Acquired advanced knowledge and understanding of the theoretical and practical aspects and the methodology of work in the different disciplines of study in the field of tourism

LO2: Apply the knowledge acquired, the understanding of this knowledge and their abilities to solve complex and / or specialized problems in the professional field

LO3: Have the ability to collect and interpret data and information to focus their conclusions, including the reflection on social, scientific or ethical issues within the scope of their field of study.

## DESCRIPTION OF CONTENTS: PROGRAMME

1) Leisure and tourism in Sociology:

Definitions of leisure and tourism

The social background of tourism

Theories in the sociological analysis of tourism

2) Social elements in the emergence of tourism:

The technological innovations

Cultural values

Urban development

3) Social evolution of tourism:

The industrial society

The Fordist society

The postindustrial society

4) The massification of tourism:

Active subjects of tourism

Social mechanisms of tourism production

Supply and demand

The Spanish case

5) Tourism and development (migration, employment, culture and population):

Tourism as an element of social development

Social impacts of tourism in host societies

6) Sociological analysis of touristic motivations:

The motivations

The touristic experiences

7) The tourist places:

Origins

The appearance of the touristic places

Transformation

The invention of touristic places

The manipulation of touristic places

8) The other tourism:

The gender dimension: sex tourism

Religious tourism

Event tourism

Ethnic tourism

Other tourisms

9) Tourism in the 21st century:

The new leisure societies

The "comforter" and "hyperturism"

Tourism 2.0

Tourism and citizen security

Social trends of tourism

10) Social change and sustainable tourism development

Social segmentation and market segmentation

Ecological tourism

Tourism as an agent and patient subject of climate change

Tourism and climate change

11) The social investigation of tourism:

The social research process

Research approaches

Research sources

## LEARNING ACTIVITIES AND METHODOLOGY

The module is divided in two separate blocks: theoretical lectures and assignments. The theoretical lessons will be supported by the lecturer using participatory tools. In this respect the students will be given the presentations of each of the topics that are explained in the classroom and therefore their knowledge will be evaluated with a final exercise in the classroom. The assignments will be submitted at the end of each topic. These assignments will be supported by relevant readings, newspaper articles, documentaries and films.

As part of the assignments group work will be carried out.

Students may attend weekly and group office hours weekly.

## ASSESSMENT SYSTEM

In correspondence with the organization of the course, the evaluation is divided into two separate blocks. The theoretical part is evaluated through a final exercise which represents 50% of the final grade. The other 50% corresponds to the practical part of the subject with individual assignments linked to each of the topics and also a group work that will be developed throughout the semester and will be presented at the end of the course.

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50