



Code - Course	061210 – Tourism Science				
Type	Compulsory		Year	1 st	
Thematic Area	Research in Tourism, Hotel and Gastronomy		Credits	6 ECTS	
Teacher in charge of the course			Marta Salvador		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The deep development of tourism that we have experienced in recent times has caused a transformation in our way of approaching to this phenomenon. A proof of this fact is the consolidation process of tourism studies at the university level. This is so because the university, through the generation of knowledge, must provide society and future professionals with tools to understand and manage the sector.

The concept of tourism science, therefore, starts from the need to approach tourism beyond simple definitions that do not clarify the complexity of the phenomenon. Therefore, it is necessary to adopt an interdisciplinary perspective and an integrate multiple views from academia, so that a global understanding of the tourism phenomenon can be generated.

In this way, through this subject, the student will acquire the bases for a transversal vision of tourism. This vision is today essential for future professionals and companies in a sector that is increasingly tending towards responsibility and sustainability in a changing environment. Likewise, the knowledge acquired in this subject is basic to choose to work in academic research and teaching in tourism.

In short, the subject is proposed as an instrument for discussion and transformation of the most traditional and immobile views of tourism, aligned with the experience and research work carried out from the CAMPUS CETT UB in the fields of tourism policy and governance. sustainability and SDG, smart tourism, digitization, marketing, ethics, business models, new economy.]

BASIC SKILLS

BS03- That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.



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GENERAL SKILLS

GS04- Have an ethical commitment.

GS08- Master the techniques of oral and written communication for the transmission of information, ideas, opinions

SPECIFIC SKILLS

SS01- Understand the principles of tourism and the socio-cultural and environmental impacts that derive from it.

SS03- Understand the world tourism system and the evolutionary nature of the characteristics of its components.

SS11- Manage tourist accessibility and mobility.

LEARNING OBJECTIVES

1. Understand the different dimensions of tourism and its development within a systemic conception: principles and foundations of global tourism.
2. Know the basic concepts of tourism, its different dimensions and interrelations, understanding its importance as an engine of development of human societies.
3. Know how to approach tourism from a historical perspective to the present time.
4. Know the general principles of tourism sustainability and apply criteria of sustainable tourism.
5. Know the impacts produced by the tourist activity.
6. Use sources of information related to tourism, reading, and understanding legal texts.

ACADEMIC CONTENTS

1. The different meanings of the concept science

- 1.1. The natural sciences
- 1.2. The social sciences
- 1.3. Applied sciences

2. The importance of studying tourism in contemporary society.



2.1. The historical evolution of tourism

- A) Leisure as the center of the life of the modern individual
- B) Fordism and the study of mass tourism as an economic and social phenomenon
- C) Learning to manage tourism: image, promotion and sustainability

2.2. Historical evolution of studies in tourism

- A) A journey through the world of tourism studies
- B) Tourism studies and the University
- C) Scientific production of the University in tourism

3. The plurality of tourism science and its construction

3.1. Contributions of the social sciences to tourism science: views and shared visions from various disciplines.

- A) Economy and tourism
- B) Geography and tourism
- C) Law and tourism
- D) Anthropology and tourism
- E) Psychology and tourism
- F) Gender and tourism
- G) Ethics and tourism

4. Tourism science as an applied social science

4.1. Experimenting with tourism: analysis of current tourism from a scientific perspective

4.2. The concept of tourism: tourism, a concept under construction.

4.3. Approach to professional tours in tourism today

5. Prospective approach: the future of tourism science |

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:



- Group Activity 1
- Group Activity 2
- Individual activities

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Group Activity 1 "The approach of social sciences to tourism"	Group	20%	-	7 th week
Group Activity 2 "Tourism news"	Group	25%	-	14 th week
Classroom attitude	Individual	10%	-	-
Classroom activities	Individual	5%	-	-
Individual activity - single assessment	Individual	-	40	14 th week
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	



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To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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