



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	064521 – Cinema and Literature in Tourism		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Tourism and Culture	Course Type	Optional Subject

### BRIEF COURSE DESCRIPTION

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Cinema and literature are increasingly related to tourism. Literary tourism and film-induced tourism are two emerging tourism modalities that motivate millions of tourists worldwide to travel for this purpose.

The subject aims to present the close relationships existing between tourism, literature and/or cinema as well as the evolution of these new types of tourism. These tourism modalities allow destinations and tourism businesses to gain competitiveness and differentiation.

The course is structured in three blocks. The first one deals with literary tourism, the second one focuses on film-induced tourism and the third one analyzes the linkage between literature and cinema based on film literary adaptations and how they can become film tourism offers.

### GENERAL SKILLS

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GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

GS09- Work in an international context.

### SPECIFIC SKILLS

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SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects



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SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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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.