

Code-Course	064521 – Cinema and Literature in Tourism				
Year	4th	Credits	3 cr ECTS		
Thematic Area	Tourism and Culture	Course Type	Elective Subject		
In-class hours	24 hours	Teacher-led learning hours	24 hours	Individual work hours	27 hours

### BRIEF COURSE DESCRIPTION

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.

### BASIC SKILLS

BS03 - Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections in important social, scientific and ethical issues.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

### GENERAL SKILLS

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

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

## LEARNING OBJECTIVES

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1. Develop skills related to innovation and creativity for the creation of tourism products and services.
2. Know and identify the new tendencies in the practice of tourist activities.

## ACADEMIC CONTENTS

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### 1. Literary tourism

- Literature, territory and tourism
- Literary tourism products
  - o Writers' homes
  - o Literary routes
  - o Thematic products of literary tourism

### 2. Film tourism

- Tourism and cinema synergies
- Film tourism as a key marketing asset for tourism destinations
- Main film tourism destinations
- CETT and film tourism

### 3. Film adaptations

- From book to screen
- Best-seller / Blockbuster binomial and its importance in cultural tourism.

### LEARNING METHODOLOGY

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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:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

Gamification dynamics will also be used to reinforce specific concepts of the syllabus.

### 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.

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
Gamified activity	Individual	10%	-	1st semester: sept-oct / 2nd semester: feb
Activity Unit 1	Group	20 %	-	1st semester: oct / 2nd semester: march
Activity 1 – Units 2-3	Individual	10 %	-	1st semester: nov / 2nd semester: march
Activity 2 – Units 2-3	Group	20 %	-	1st semester: nov-dec / 2nd semester: march-april
Single evaluation activity	Individual	-	40 %	1st semester: nov-dec / 2nd semester: march-april
Individual final exam	Individual	40%	60%	Exams period
	TOTAL	100%	100%	

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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### Unit 1

Arcos-Pumarola, J., Osácar Marzal, E. i Llonch Molina, N. (2018). Literary urban landscape in a sustainable tourism context. *Human Geographies. Journal of Studies and Reserach in Human Geography*, 12(2), 175-189.

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Arcos-Pumarola, J. (2019). Assessing literary heritage policies in the context of creative cities. *Journal of Spatial and Organizational Dynamics*, 7(4), 275-290.

Arcos-Pumarola, J., Osácar Marzal, E. i Llonch Molina, N. (2019). *The Concept of Literary Heritage: A Definition through Bibliographic Review. Forum for World Literature Studies*, 11 (1), 97-210.

Hoppen, A., Brown, L., & Fyall, A. (2014). Literary tourism: Opportunities and challenges for the marketing and branding of destinations?. *Journal of Destination Marketing & Management*, 3(1), 37-47.

Pillet, F. (2017). *Geoliteratura. Paisaje literario y turismo*. Madrid: Síntesis.

Santacana, J. i Llonch, N. (eds.) (2015). *El patrimonio cultural inmaterial y su didáctica*. Gijón: Trea.

Uccella, F.R. (2013). *Manual de patrimonio literario. Espacios, casas-museo y rutas*. Gijón: Trea.

VVAA. (2011). *Literatura, Territori i Identitat. La gestió del patrimoni literari a debat*. Girona: Curbet.

### Units 2 & 3

Beeton, S. (2005). *Film-Induced Tourism*. Chichester, Great Britain: Channel View Publications.

Hudson, S. i Ritchie, J.R.B. (2006). Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives. *Journal of Travel Research*, 44(4), 387-396.

O'Connor, N., Flanagan, S., Gilbert, D. (2010). *A film marketing action plan for film induced tourism destinations. Using Yorkshire as a case study*. Lambert Academic Publishing.

Osácar, E. (2016). La imagen turística de Barcelona a través de las películas internacionales. *Pasos: Revista de turismo y patrimonio cultural*, 14(4), 843-858.

Osácar, E. (2017). Del turismo y el cine al turismo cinematográfico. En J.A. Fraiz (dir.), *Tendencias actuales del turismo en el mundo* (p. 163-173). Madrid: Síntesis.

Osácar, E. (2018). Turismo cinematográfico. En E. Alén i F. Calero (dirs.), *La actividad turística española en 2017*. Edición 2018 (p. 351-358). Madrid: AECIT y Síntesis.

Osácar, E. (2018). *Barcelona, una ciudad de película*. Barcelona: Dièreis i l'Ajuntament de Barcelona.

Osácar, E. (2020). Barcelona: la imagen turística de la ciudad proyectada en las películas y series Internacionales. *Estudios Turísticos*, 220, 165-194.

Osácar, E., Arcos, J. i Velasco, E. (2017). La literatura y el cine como elementos de dinamización turística. En L. Coma i J. Santacana (coords.), *Ciudad educadora y turismo responsable* (p. 265-280). Gijón: Trea.

Roesch, S. (2009). *The experiences of film location tourists*. Chichester, Great Britain: Channel View publications.



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## COURSE CONTENT

### Bachelor's Degree in Tourism

Sánchez Noriega, J.L. (2008). *De la literatura al cine. Teoría y análisis de la adaptación*. Barcelona: Paidós.

Velasco-Ferreiro, E., Parra-Meroño, C. P., Osácar-Marzal, E., Beltran-Bueno, M. A. (2021). Analysis of the impact of film tourism on tourist destinations. *Academy of Strategic Management Journal*, 20(2), 1-11.