



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	064544- Tourism and gender				
Year	3rd / 4th	Credits	3 ECTS		
Thematic Area	Tourism companies and services management	Course Type	Elective		
In-class hours	24h	Teacher-led learning hours	24h	Individual work hours	27h

BRIEF COURSE DESCRIPTION

Gender studies is a discipline that has gained strength, scope, and a growing body of literature in the last decades. Its unique perspective when analysing social, economic, and environmental contexts has led to gender studies being an open door to interrogating the current power structures. For this reason, tourism needs to be seen in this new light. In this subject, we will learn the fundamentals of gender studies and see how they can be applied to tourism. From this scope, we will aim to generate alternatives to the present tourism dynamics.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

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

SS10- Market tourism products, services, and projects.



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LEARNING OBJECTIVES

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

ACADEMIC CONTENTS

1. Introduction to gender perspective
 - 1.1. Feminism and feminisms
 - 1.2. Intersectionality
2. Feminist research
3. Gender perspective and tourism
 - 3.1. Gender perspective on those who travel
 - 3.2. Gender perspective on tourism discourse
 - 3.3. Gender perspective and the local community
 - 3.4. LGBT tourism

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:

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



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
Activity 1. Feminism and feminisms	Individual	10%	10%	Week 3
Activity 2. Feminist research	Individual	20%	20%	Week 6
Activity 3. Linking theory and reality	Group	30%	30%	Week 13
Individual Final Exam	Individual	40%	40%	Exam week
	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



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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

Davis, A. (1983). *Women, Race & Class*. Knopf Doubleday Publishing Group

European Institute for Gender Equality. (2016). *Gender in tourism*. Available at:
<https://eige.europa.eu/publications/gender-tourism>

Figueroa-Domecq, C., and Segovia-Perez, M. (2020). Application of a gender perspective in tourism research: a theoretical and practical approach. *Journal of Tourism Analysis: Revista de Análisis Turístico*, 27(2), 251-270. 10.1108/JTA-02-2019-0009.

Noelia Araújo-Vila, N., Otegui-Carles, A., Fraiz-Brea, JA. (2021). Review: Seeking Gender Equality in the Tourism Sector: A Systematic Bibliometric Review. *Knowledge*, 1(12). 0.3390/knowledge1010003