



Code - Course	721103 – Tourism, culture and society				
Type	Basic training			Year	1 st
Thematic Area	Economy and society			Credits	6 ECTS
Professor in charge of the course			Nur Abellan Calvet		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

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

This subject emerges from the need to approach tourism beyond simple definitions that do not clarify the phenomenon's complexity. Therefore, it is necessary to adopt an interdisciplinary perspective and integrate multiple views from the academy, to generate a global understanding of the tourism sector.

In this subject, the student will acquire the basis for a transversal vision of tourism. This vision is today essential for future professionals and companies in a sector that tends more and more towards responsibility and sustainability in a changing environment. Likewise, the knowledge acquired in this subject is essential for choosing to work in academic research and teaching in tourism.

In short, the subject is conceived as an instrument for discussion and transformation of the most traditional and immobile visions of tourism, aligned with the experience and research work carried out at CETT Barcelona School of Tourism, Hospitality, and Gastronomy in its various thematic areas and research groups.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M01S6- Evaluate the social impacts of tourism on local communities, considering aspects such as culture, identity and social cohesion.

M01H7- Analyze the behaviors and motivations of tourists from a sociological perspective, considering social, cultural and economic factors.

M01C8- Identify social problems and challenges associated with tourism, such as gentrification, labor exploitation, and cultural preservation.



Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC02, TC07, TC08, TC09, TH12, TS08, TS13, TS15* They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Key concepts in tourism

- 1.1. Introduction to tourism
- 1.2. Tourism history
- 1.3. Tourism studies

2. Knowledge and knowledge production in tourism

- 2.1. Understanding the meaning of science and research
- 2.2. Types of research
- 2.3. The scientific method
- 2.4. Questioning objectivity in research
- 2.5. Reliable sources of information
- 2.6. Citations and references
- 2.7. Reference management softwares

3. Disciplines that interact with tourism

- 3.1. Sustainability
 - 3.1.1. Conceptualization of sustainability
 - 3.1.2. Dimensions of sustainability
 - 3.1.3. Measuring sustainability
- 3.2. Psychology
 - 3.2.1. Social psychology
 - 3.2.2. Tourism motivation theories
 - 3.2.3. Tourist destination perception
 - 3.2.4. Gamification in tourism
- 3.3. Ethics
 - 3.3.1. Ethical theories
 - 3.3.2. Corporate social responsibility
 - 3.3.3. Ethics in tourism research
- 3.4. Sociology
 - 3.4.1. Macro-theories of sociology
 - 3.4.2. Conflict theory applied to tourism
- 3.5. Anthropology
 - 3.5.1. The importance of signs and symbols in tourism
 - 3.5.2. Tourism authenticity
 - 3.5.3. Global power relations in tourism
- 3.6. Gender studies
 - 3.6.1. Intersectional theory applied to tourism
 - 3.6.2. Language and image gender biases in tourism
 - 3.6.3. Gender studies applied to travellers, tourism narrative, and the local community
- 3.7. Feminist research
 - 3.7.1. Defining the scope of feminist research



- 3.7.2. Gender biases on tourism technology
- 3.7.3. Key concepts and applications of feminist research in tourism
- 3.8. Geography
 - 3.8.1. Main theories of geography in tourism
 - 3.8.2. The tourist gaze
 - 3.8.3. Critical geography studies in tourism

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on exposition classes, case studies, directed debate, practical exercises and problem-based learning.

- **Activity 1.** (CA and SA). Presentation of a written document focusing on a specific tourism topic and its scholarly sources.
- **Activity 2.** (CA). Oral presentation of a specific discipline and its relationship with tourism.
- **Activity 3 and activity 4.** (CA and SA). Presentation of a written document that delves into a specific discipline and its relationship and applicability in tourism.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes 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 ¹
Activity 1	Individual	20%	20%	Week 5
Activity 2	Group	10%	-	Different for each group
Activity 3	Group	30%	-	Last week
Activity 4	Individual	-	20%	Last week
Final exam	Individual	40%	60%	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

The student has the right to revise all the evidence 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 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

Ateljevic, I., Morgan, N., & Pritchard, A. (2017). *The critical turn in tourism studies: Creating an Academy of Hope*. Routledge.

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



Bottorf, T. (2013). Hospitality management: a guide to key reference works. *Reference Services Review*, 41(4). <https://doi.org/10.1108/RSR-03-2013-0020>

Collins, V.R. (2008). *The Tourism Society's Dictionary for Tourism Industry*. CABI

Faraldo, J.M., Rodríguez, C. (2013). *Introducción a la historia del turismo*. Alianza Editorial.

Nunkoo, R. (2018). *Handbook of research methods for tourism and hospitality management*. Edward Elgar Publishing.

Page, S. (2019). *Tourism Management*. Routledge.

UNWTO. (2020). International Tourism Highlights. <https://www.e-unwto.org/doi/book/10.18111/9789284422456>