



23539 - ANTHROPOLOGY OF TOURISM (2017-18)

General

Code: 23539

Lecturer responsible:

ESPESO MOLINERO, MARIA DEL PILAR

Credits ECTS:	6
Theoretical credits:	1,2
Practical credits:	1,2
Distance-base hours:	3,6

Departments involved

- **Dept:** CONTEMPORARY HUMANITIES
Area: SOCIAL ANTHROPOLOGY
Theoretical credits: 1,2
Practical credits: 1,2
 This Dept. is responsible for the course.
 This Dept. is responsible for the final mark record.

Study programmes where this course is taught

- DEGREE IN TOURISM
 Course type: COMPULSORY (Year: 3)

Competencies and objectives

Course context for academic year 2017-18

Tourism systems encompass a large and diverse range of human groups. Residents and visitors interact constantly, thus triggering intercultural encounters that have to be properly understood in order to promote an industry that is sustainable and positive for all agents involved. Through this course students will understand tourism systems from an anthropological point of view and explore the complex relations between “hosts and guests”. Students will review the main anthropological theories and approaches to the current tourism debates, including the cultural effects of tourism on local destinations, power and control struggles over resources and livelihoods, as well as positive and negative impacts of tourism over nature and culture. In this course, students will develop the capacity to critically address contemporary issues in the field of tourism and will learn to apply and appreciate theoretical and practical anthropological research methods.

Links between this subject and other topics such as cultural heritage, sustainable development and tourism resources will help students to understand the complex processes governing the tourism industry.

Course content (verified by ANECA in official undergraduate and Master’s degrees)

General Competences acquired at University of Alicante (CGUA)

- **CGUA4** : Be able to commit oneself ethically with sustainability, fundamental rights, equality of men and women, the principles of equal opportunity and universal accessibility for the disabled, as well as the values of a peaceful, democratic culture.

Specific Competences (CE)

- **CE13** : Master communication techniques.
- **CE18** : Identify and manage tourist areas and destinations.
- **CE19** : Manage tourist areas in accordance with sustainability criteria.
- **CE23** : Analyse the impacts generated by tourism.
- **CE5** : Convert and empirical problem into an object of research and draw conclusions.
- **CE8** : Evaluate tourist potential and the prospective analysis of exploiting it.

Exclusive skill taught in this course

No data

Learning outcomes (Training objectives)

No data

Specific objectives stated by the academic staff for academic year 2017-18

1. To learn the basic concepts of anthropology and its fields
2. To properly manage anthropological methods and techniques applied to tourism studies
3. To understand the links between local and tourism spaces in tourism destinations
4. To critically discuss the relationship between habitat, culture and tourism in accordance with sustainable tourism principles
5. To analyse the socio-cultural impacts of tourism in tourist destinations
6. To apply tourism anthropological theories to actual case studies
7. To appreciate the potentialities of culture and tourism for global sustainable development
8. To master the techniques of intercultural communication in cross-cultural tourism relations

Content and bibliography

Content for academic year 2017-18

This course focuses on anthropological methods used to study human tourism encounters. It explores the relations between residents and tourist as well as the cultural and social impacts brought by the industry to local communities.

THEMATIC SECTIONS

SECTION I: ANTHROPOLOGICAL METHODS AND TECHNIQUES

Unit 1: THE SCIENCE OF ANTHROPOLOGY

General anthropology.- Subfields of anthropology.- Applied anthropology.- Ecological anthropology.- Anthropology of complex economic systems

Unit 2: ANTHROPOLOGICAL FIELDWORK TECHNIQUES

Ethnography.- Ethnographic techniques (fieldwork).- Questionnaires and ethnography.- The anthropological perspective.

SECTION II: THE ANTHROPOLOGICAL APPROACH TO TOURISM

Unit 3: TOURISM TYPOLOGIES

Anthropology of tourism.- Tourism definition.- Tourism typologies: spatial structure and tourist roles.- Typology comparison.

Unit 4: TOURISM IMPACTS

Economic, physical and sociocultural impact of tourism.- Visitor-resident encounters.- Impact measurements.- Sociocultural changes due to tourism.

SECTION III: CULTURE AND IMAGES IN TOURISM. RESIDENTS AND TOURISTS IN RESPONSIBLE TOURISM

Unit 5: RESIDENTS AND TOURISM

Tourism, communities and sustainable development.- Ecotourism and culture.- Tourism in protected areas.- Workers in the tourism sector.

Unit 6: TOURISTS AND TOURISM

Destinations and tourists: cultures and images.- Responsible tourism.- Organisations and activities with Responsible aims.

SECTION IV: ANTHROPOLOGICAL THINKING AND TOURISM

Unit 7: THE ROLE OF ANTHROPOLOGY ON TOURISM DEVELOPMENT

Local development from the perspective of culture and identity.- International Development.- Anthropological actions.

Unit 8: ANTHROPOLOGICAL DEBATES IN TOURISM

Anthropological thinking as a form of science.- History and future of tourism anthropology.- Situated knowledge of anthropological professionals.

Assessment








Assessment procedures and criteria 2017-18




- Assessment percentages assigned to each module component in the course will be applicable to any examination period formally established by the University of Alicante.
- Students must submit all individual and group assignments to pass the practical part of the course. They must also succeed on the final test in order to pass the subject.
- If a student passes only one of the two parts of the course in June, this score will be kept until the next call in July.
- If a student has special needs and cannot comply with these criteria, he/she must contact the lecturer at the beginning of the semester to establish a specific learning path.
- All students, national and foreign, must master the language (writing, reading and speaking) in which the subject is taught. Grammar and spelling mistakes will be penalised.

Description	Criteria	Type	Weighting system
Theoretical and practical written tests, class participation, team projects and case studies	<p>a) Continuous assessment through practical cases, readings, and videos:</p> <ul style="list-style-type: none"> • Class preparedness, articulate contributions, logical proposals and critical thinking will be taken into account • Continuous assessment thought short test <p>b) Team work and field report:</p> <ul style="list-style-type: none"> • Must be original essays based on team research • Oral group presentations will be assessed considering team uniformity, creativity commitment and work ethics <p>60% of final mark</p> <p>To reach the standards required to pass the continuous assessment, students need a minimum mark of 5 out of 10 points. However, if they obtain between 4 and 5 they can promediate with the theory results.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	60

Multiple choice exam	<p>Assessment of theoretical knowledge and understanding of syllabus contents</p> <p>40% of final mark</p> <p>Multiple choice test:</p> <ul style="list-style-type: none"> • An exam with 30 multiple choice questions, with three possible answers. The test will be corrected by applying the rights minus wrongs method (one right answer will be deducted for every three wrong ones). • To reach the standards required to pass the exam, students need a minimum of 5 out of 10 points. However, if they obtain between 4 and 5 they can promediate with the theory results 	FINAL TEST	40
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Official exam dates for academic year 2017-18

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C3) Periodo ordinario para asignaturas de segundo semestre y anuales	12/06/2018	09:00 - 12:00	GROUP 2 (THEORY CLASS)	A2/0A11 
	12/06/2018	15:00 - 18:00	GROUP 1 (THEORY CLASS)	A2/0D03  A2/0D04 
			GROUP 3 (THEORY CLASS)	A2/0D03  A2/0D04 
			GROUP 4 (THEORY CLASS)	A2/0D03  A2/0D04 

(C4) Pruebas extraordinarias para asignaturas de grado y máster	11/07/2018	14:30 - 17:30	GROUP 1 (THEORY CLASS)	A2/0A01 
			GROUP 3 (THEORY CLASS)	A2/0A01 
			GROUP 4 (THEORY CLASS)	A2/0A01 
	11/07/2018	17:30 - 20:30	GROUP 2 (THEORY CLASS)	A2/0A12 