



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

Code-Course	061210 Tourism Science				
Year	1st	Credits	6 ECTS		
Thematic Area	Research in Tourism, Hotel and Gastronomy		Course Type	Compulsory	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

### BRIEF COURSE DESCRIPTION

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

The concept of tourism science, therefore, starts from the need to approach tourism beyond simple definitions that do not clarify the complexity of the phenomenon. Therefore, it is necessary to adopt an interdisciplinary perspective and an integrate multiple views from academia, so that a global understanding of the tourism phenomenon can be generated.

In this way, through this subject, the student will acquire the bases for a transversal vision of tourism. This vision is today essential for future professionals and companies in a sector that is increasingly tending towards responsibility and sustainability in a changing environment. Likewise, the knowledge acquired in this subject is basic to choose to work in academic research and teaching in tourism.

In short, the subject is proposed as an instrument for discussion and transformation of the most traditional and immobile views of tourism, aligned with the experience and research work carried out from the CAMPUS CETT UB in the fields of tourism policy and governance. sustainability and SDG, smartourism, digitization, marketing, ethics, business models, new economy.



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### BASIC SKILLS

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BS03- That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.

### GENERAL SKILLS

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GS04- Have an ethical commitment.

GS08- Master the techniques of oral and written communication for the transmission of information, ideas, opinions

### SPECIFIC SKILLS

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SS01- Understand the principles of tourism and the socio-cultural and environmental impacts that derive from it.

SS03- Understand the world tourism system and the evolutionary nature of the characteristics of its components.

SS11- Manage tourist accessibility and mobility.

### LEARNING OBJECTIVES

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1. Understand the different dimensions of tourism and its development within a systemic conception: principles and foundations of global tourism.
2. Know the basic concepts of tourism, its different dimensions and interrelations, understanding its importance as an engine of development of human societies.
3. Know how to approach tourism from a historical perspective to the present time.
4. Know the general principles of tourism sustainability and apply criteria of sustainable tourism.
5. Know the impacts produced by the tourist activity.
6. Use sources of information related to tourism, reading, and understanding legal texts.



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### ACADEMIC CONTENTS

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#### 1. Unit 1: The different meanings of the concept science

- 1.1. The natural sciences
- 1.2. The social sciences
- 1.3. Applied sciences

#### 2. Unit 2: The importance of studying tourism in contemporary society.

- 2.1. The historical evolution of tourism
  - A) Leisure as the center of the life of the modern individual
  - B) Fordism and the study of mass tourism as an economic and social phenomenon
  - C) Learning to manage tourism: image, promotion and sustainability
- 2.2. Tourism and tourist: two poles of a key phenomenon for our societies

#### 3. Unit 3: The plurality of tourism science and its construction

- 3.1. Contributions of the social sciences to tourism science: shared views and visions from philosophy, law, geography, among other disciplines.
- 3.2. Tourism studies or tourism as a unique field of knowledge
- 3.3. A journey through the world of tourism studies
- 3.4. Tourism studies and the University
- 3.5. Scientific production of the University in tourism

#### 4. Unit 4: Tourism science as an applied social science

- 4.1. Experimenting with tourism: an interdisciplinary application
- 4.2. The concept of tourism: tourism, a concept under construction.



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### 5. Unit 5: Prospective approach: the future of tourism science

#### 5.1 Ethics and tourism

#### 5.2 Sustainable or responsible travel?

### LEARNING METHODOLOGY

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The learning methodologies associated with this subject include a variety of strategies in order to contribute to the development of the corresponding competencies. Some of the learning activities that will be carried out are the following:

- Expository classes
- Case studies
- Debates
- 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.

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.



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Systems of Assessment	Continuous	Single	Date of delivery
Individual Partial exam	20 %	30 %	27/10/22
Individual activity 1: making experiments within tourism	20%	0%	08/11/22
Individual activity 2: making experiments within tourism	20	0 %	20/12/22
In-class participation: the professor is going to propose different activities to develop along the course	10%	0%	Along the course
Final individual written exam	30%	70%	During the assessment week

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

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



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- Fletcher, R., Murray, I., Blanco Romero, A. Blázquez-Salom, M. (2020). *Tourism and Degrowth: towards a truly sustainable perspective*. Routledge.
- Holden, A. (2004). *Tourism Studies and the Social Sciences*. Routledge.
- Jafari, J. (2005). Bridging out, nesting affield: powering a new platform. *Journal of Tourism Studies*, 16(2), 1 - 5.
- Lovelock, B. y Lovelock, K. (2013). *The Ethics of tourism: a critical and applied perspective*. Routledge.
- Muñoz, F. (1992). Evolución histórica del contenido de los estudios de turismo Una investigación basada en obras fundamentales. *Papers de Turisme*, 10, 41-62.
- Muñoz, F. (2017). ¿Es el conocimiento del turismo una ciencia? Y si no lo es, ¿puede serlo?. *Turismo y Sociedad*, XX, 27-48.
- Urry, J. (1990). *The Tourist Gaze*. SAGE.