



Teaching Guide				
Identifying Data				2023/24
Subject (*)	Introduction to Tourism	Code	662G01009	
Study programme	Grao en Turismo			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	First	Obligatory	6
Language	SpanishEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Humanidades			
Coordinador	de Carreño de Vicente, María de las Mercedes	E-mail	m.decarreno@udc.es	
Lecturers	de Carreño de Vicente, María de las Mercedes Rodríguez Pallas, Angel	E-mail	m.decarreno@udc.es angel.rodriguez.pallas@udc.es	
Web				
General description	This subject aims to introduce students to all fields of Tourism. The acquisition of a tourism culture and the understanding of the aspects and organization of the activity from a transversal point of view, are basic objectives to achieve, which are also essential for students to become familiar with the tourism reality and its terminology			

Study programme competences	
Code	Study programme competences
A1	Comprender os principios do turismo: a súa dimensión espacial, social, cultural, política, laboral e económica.
A2	Analizar a dimensión económica do turismo.
A3	Comprender o carácter dinámico e evolutivo do turismo e da nova sociedade do lecer.
A4	Coñecer as principais estruturas político-administrativas turísticas.
A5	Converter un problema empírico nun obxecto de investigación e elaborar conclusións.
A7	Recoñecer os principais axentes turísticos.
A8	Avaliar os potenciais turísticos e a análise prospectivo da súa explotación.
A14	Comprender o marco legal que regula as actividades turísticas.
A19	Xestionar o territorio turístico de acordo cos principios de sustentabilidade.
A23	Analizar os impactos xerados polo turismo.
A27	Comprender o funcionamento dos destinos, estruturas turísticas e os seus sectores empresariais no ámbito mundial.
B1	Capacidade de análise e síntese.
B2	Comunicación oral e escrita en lingua nativa.
B3	Resolución de problemas.
B4	Razoamento crítico.
B5	Compromiso ético.
B6	Aprendizaxe autónoma.
B7	Adaptación a novas situacións.
C1	Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.
C2	Dominar a expresión e a comprensión de forma oral e escrita dun idioma estranxeiro.
C3	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
C4	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C5	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.



Learning outcomes			
Learning outcomes	Study programme competences		
Awareness of the various dimensions and interrelationship of tourism	A1 A2 A3 A4 A7 A23 A27	B1 B2 B4 B6	
To know basic concepts of tourism	A1 A2 A3 A4 A7 A8 A23 A27	B1 B2 B4 B7	
To study tourism trends and tourism instability factors	A1 A2 A3 A4 A7	B1 B4 B5 B6	
To understand that every aspect and characteristic have a direct or indirect impact in the quality of tourism	A1 A3 A5 A8	B1 B4 B5 B6	C4
To handle tourism related sources of information	A1 A5	B1 B2 B3 B4 B6	C1 C2 C3 C4 C7
To propose criteria of sustainable tourism	A1 A3 A5 A19 A23	B1 B3 B4 B5	C4
To be able to deal with tourism from a historical perspective to the present day	A1 A3 A23 A27	B1 B4	
To be able to understand tourism as a development driver for the society	A3		
To be aware of the changes that take place in tourism development processes	A1 A3	B1 B4	
To identify the role of leisure in nowadays society and future trends	A1 A3		
to use social and historical sources to obtain and interpret information on tourism development	A1 A3 A14	B1 B3 B4 B6	C1 C4 C6



To extrapolate experiences and make decisions from the analysis of diverse tourism models characteristics, their potentiality and evolution	A3	B1 B4 B6	
To be aware of the relevance of tourism research	A5	B1 B2 B3 B4 B6	C4 C6 C8
To identify situations and realities of tourism	A1 A3 A5 A19 A27	B1 B3 B4	C2 C4 C5 C6
To analyse, interpret and infer data and results for the application of research for the purposes proposed	A1 A3 A5 A19	B1 B3 B4 B6 B7	C1 C4 C5 C7 C8
to know and recognize the main agents that operate in tourism markets, both national and international	A1 A3 A7		

Contents	
Topic	Sub-topic
1. Introduction to tourism	1.1 Concepts and definitions
2. Tourism activity	2.1. The subject of tourism - Typologies of tourism 2.2. Motivations 2.3. Tourist flows 2.4. The tourism system
3. Historical Evolution	3.1. From the origins to the twenty-first century. 3.2. Historical evolution of tourism in Spain.
4. The Tourism Market	4.1. Tourism demand 4.2. Tourism offer 4.3. Seasonality
5. Impacts of Tourism	5.1. Economic 5.2. Environmental 5.3. Sociocultural
6. Tourism Agents I	6.1. Accommodation and catering. 6.2. Transport and other suppliers. 6.3. Production and distribution.
7. Tourism Agents II	7.1. The public tourism administration. 7.2. Supranational organizations
8. Tourism policy	8.1. Concept 8.2. Evolution of tourism policy in Spain
9. Destination Management: Sustainability	9.1. Planning 9.2. Technology 9.3. Accessibility
10. Tourism as a Science	Reflection and debate

Planning



Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Supervised projects	A1 A2 A3 A4 A5 A7 A14 A27 B1 B2 B3 B4 B5 B6 B7 C1 C3 C4 C6 C7 C8	20	39	59
Field trip	A5 A8 A19 A23 A27 B1 B2 B3 B4 B6 C1 C4 C6 C8	1	4	5
Mixed objective/subjective test	A1 A2 A3 A4 A5 A7 A27 B1 B2 B4 C1 C4 C6 C8	2	18	20
Guest lecture / keynote speech	A1 A2 A3 A4 A7 A23 A27 B4 B5 C2 C4 C5 C6 C8	21	41	62
Personalized attention		4	0	4

(*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Supervised projects	Supervised learning process aimed at helping students to work independently in a range of contexts (academic and professional). Focused primarily on learning ?how to do things? and on encouraging students to become responsible for their own learning. During this course, in addition to applied exercises, a group work will be carried out in which, using a case chosen together with the teacher, all the topics learned throughout the subject will be treated (the necessary guidelines will be given to do it at the beginning of the classes).
Field trip	Activities associated with particular area of study which take place away from university or academic environment (businesses, institutions, organisations, historical sites, etc.), aimed at developing research capacities, including direct, systematic observation, information gathering and product development (project outline, plan, etc.)
Mixed objective/subjective test	Mixed test consisting of essay-type and objective test questions. Essay section consists of open (extended answer) questions; objective test may contain multiple-choice, ordering and sequencing, short answer, binary, completion and/or multiple-matching questions.
Guest lecture / keynote speech	Oral presentation (using audiovisual material and student interaction) designed to transmit knowledge and encourage learning. Presentations of this type are variously referred to as ?expository method?, ?guest lectures? or ?keynote speeches?. (The term ?keynote? refers only to a type of speech delivered on special occasions, for which the lecture sets the tone or establishes the underlying theme; it is characterised by its distinctive content, structure and purpose, and relies almost exclusively on the spoken word to communicate its ideas.)

Personalized attention	
Methodologies	Description
Supervised projects Field trip	The lecturer has a tutorial schedule for personalized attention

Assessment			
Methodologies	Competencies	Description	Qualification



Supervised projects	A1 A2 A3 A4 A5 A7 A14 A27 B1 B2 B3 B4 B5 B6 B7 C1 C3 C4 C6 C7 C8	<p>Along the course, different exercises, interactive activities and/or assignments will be requested. These assignments may deal with documents relevant to the subject matter.</p> <p>At the end of the course students will give an oral presentation of a project on a case or topic approved by the lecturer, which will be carried out throughout the course (the guidelines will be given at the beginning of the classes).</p> <p>The continuous assessment will take into account all the activities carried out during the course for a better understanding and acquisition of concepts, such as questions, comments, exercises, research proposed by the teacher/professor, talks received, field experiences, tasks carried out, etc., including the final project.</p> <p>The following features will be considered for the assessment: oral presentation, written presentation, synthesis capacity, analysis capacity, personal contribution, coordination with classmates, rigour and updating of the sources used.</p>	40
Mixed objective/subjective test	A1 A2 A3 A4 A5 A7 A27 B1 B2 B4 C1 C4 C6 C8	<p>On the dates set for exams, a mixed test will be held to assess the knowledge acquired along the course.</p> <p>Questions may be one or a combination of short answer questions, essay, and/or any kind of objective test questions.</p> <p>Once passed, it will account for 60% of the final assessment.</p>	60

Assessment comments



The final grade consists of two parts: Continuous Assessment or course work and Mixed Test.

Both formative feedback and summative feedback will be provided on course work.

It is necessary to obtain at least a five (5) out of ten (10) in each of the 2 parts described above to pass the subject and to proceed to the calculation of the final grade based on the proposed percentages. Should the student fail one of the parts, the complete subject will be failed and the grade obtained in the part that was not passed, either Continuous Assessment or Objective Test, will be indicated as the final grade.

Absent: Students who do not take the Objective Test will be graded with a "NP" (absent), regardless of having carried out, presented and exhibited other activities that account towards the assessment.

Second Attempt: The assessment will be the same in the first and second attempt. The oral presentation will be made up on the day scheduled for the objective test.

Should the student have passed any of the assessable parts at the first attempt, the mark will be kept for the second attempt.

Early Call: The objective test will account for 100% of the grade.

Students with academic exemption: Students with academic exemption from attendance, officially granted by the UDC according to its regulations, may do the compulsory work in non-attendance format, and submit it to the lecturer for assessment. In the event that they have not been able to make oral presentations during the course, an oral test will be held on the day scheduled for the objective test.

Implications of academic fraud in the performance of assessment tests or activities: the fraudulent performance of assessment tests or any of the assessable activities, once verified, will directly imply a failing grade in the exam session in which the offence is committed and with respect to the subject in which it is committed: the student will be graded with a "fail" (numerical grade 0) in the corresponding exam session of the academic year, whether the offence occurs at the first or second opportunity. For this, the student's grade will be modified in the first opportunity report, if necessary.

Attention to diversity: the subject may be adapted to students who require the adoption of measures aimed at supporting diversity (physical, visual, auditory, cognitive, learning or mental health-related). If this is the case, they must contact, within the official deadlines stipulated prior to each academic term, the services available at the UDC, the Diversity Attention Unit (<https://www.udc.es/cufie/ADI/apoioalumnado/>) or, failing that, the ADI Tutor in the Faculty of Tourism.

Gender perspective: According to the different regulations applicable to university teaching, the gender perspective must be incorporated in this subject (non-sexist language will be used, bibliography of authors of both sexes will be used, the intervention of male and female students in class will be encouraged...). Work will be done to identify and modify sexist prejudices and attitudes and influence the environment to modify them and promote values of respect and equality. Situations of gender discrimination will be detected and actions and measures will be proposed to correct them.

Sources of information



<p>Basic</p>	<ul style="list-style-type: none"> - BAYÓN MARINÉ, F., MARCOS VALDUEZA, H., VOGELER RUIZ, C. e GONZÁLEZ DE SOUZA, M.A. (coord.) (2000). 50 años del turismo español. Madrid, Centro de Estudios Ramón Areces S.A - BLANCO, A. ET AL. (2021). Diccionario de Turismo. Madrid, Cátedra - BLANCO, R. & ESTEBAN, J. (2016). Ecoturismo, Hacia una gestión sostenible moderna. Madrid, Síntesis - CANDELA G. & FIGINI P. (Eds.) (2012). The Economics of Tourism Destinations. Springer - ESTEVE, R. E FUENTES, R (2000). Economía, historia e instituciones del turismo en España. Madrid, Pirámide - FERNÁNDEZ FUSTER, L (1991). Geografía general del turismo de masas. Madrid Alianza Universidad - FERNÁNDEZ FUSTER, L. (1991). Historia general del turismo de masas. Madrid, Alianza Universidad - IRANZO, JUAN E. et al. (2003). La estructura económica de los mercados turísticos. Madrid, Instituto de Estudios Económicos - MONTANER MONTEJANO, J. (2008). Estructura del mercado turístico. Madrid, Síntesis - OMT (1998). Introducción al turismo. Madrid, OMT - PAGE, S.J. (2019). Tourism Management. Routledge - PULIDO FERNÁNDEZ, J. I. y CÁRDENAS GARCÍA, P. J. (Coord)s (2013). Estructura Económica de los Mercados Turísticos. Madrid, Síntesis - RIVAS GARCÍA, JESÚS (2008). Estructura y economía del mercado turístico. Oviedo, Septem Edics - RODRÍGUEZ-ZULAICA, A. (2016). ¿Cómo diseñar una experiencia turística?. Barcelona, UOC - SÁEZ, A. (coord.) (2014). Introducción a la estructura del mercado turístico. Madrid, Síntesis - URIEL, E. y HERNÁNDEZ, R. (coord.) (2004). Análisis y tendencias del turismo. Madrid, Pirámide - VOGELER RUIZ, C. e HERNÁNDEZ ARMAND, E. (2000). El mercado turístico. Madrid, Ed. Centro de Estudios Ramón Areces S.A. - VOGELER RUIZ, C. e HERNÁNDEZ ARMAND, E. (2018). Introducción al Turismo: Análisis y Estructura.. Madrid, Editorial Universitaria Ramón Areces. <p>Utilizarse como libro de referencia o libro de Vogeler e Hernández (2018) "Introducción ao Turismo", da Editorial Universitaria Ramón Areces</p> <p>IN ENGLISH - BASICCOOPER, C. (2022) Essentials of tourism. Sage. BookGOELDNER, C.R. & RITCHIE, B. (2011) Tourism: principles, practices, philosophies. Wiley. BookHOLLOWAY J.C. & HUMPHREYS, C. (2022) The business of tourism. Sage. BookINKSON, C. & MINNAERT, L. (2022) Tourism Management. An introduction. Sage. BookPAGE, S.J. (2019) Tourism management. Routledge. BookSWAIN S.K. & MISHRA, J.M (2011) Tourism: principles and practices. Oxford University Press. BookWEAVER, D. & LAWTON, L. (2022) Tourism management. Wiley. Book</p>
<p>Complementary</p>	<p>IN ENGLISH - COMPLEMENTARY</p> <p>EARL, A. & HALL, C.M. (2021) Institutional theory in tourism and hospitality. Routledge. bookELLIOTT, J. (1997) Tourism. Politics and public sector management. Routledge. BookCOOK, R., HSU, H.C. & TAYLOR, L.L. (2017) Tourism: the business of hospitality and travel. Pearson. BookHANNAM, K. & KNOX, D. (2010) Understanding tourism. A critical introduction. Sage. BookLICKORISH, L. & JENKINS C.L. (1997) Introduction to tourism. Routledge. BookMASON, P. (2020) Tourism impacts, planning and management. Routledge. BookPENDER, L. & SHARPLEY, R. (2004) The management of tourism. Sage. BookSHELLER, M. & URRY, J. (2004) Tourism mobilities. Places to play, places in play. Routledge. BookSHARPLEY, R. (2018) Tourism, tourists and society. Routledge. BookWILLIAMS, S. & LEW, A.A. (2015) Tourism geography. Critical understandings of place, space and experience. Routledge. BookIN ENGLISH - COMPLEMENTARYEARL, A. & HALL, C.M. (2021) Institutional theory in tourism and hospitality. Routledge. bookELLIOTT, J. (1997) Tourism. Politics and public sector management. Routledge. BookCOOK, R., HSU, H.C. & TAYLOR, L.L. (2017) Tourism: the business of hospitality and travel. Pearson. BookHANNAM, K. & KNOX, D. (2010) Understanding tourism. A critical introduction. Sage. BookLICKORISH, L. & JENKINS C.L. (1997) Introduction to tourism. Routledge. BookMASON, P. (2020) Tourism impacts, planning and management. Routledge. BookPENDER, L. & SHARPLEY, R. (2004) The management of tourism. Sage. BookSHELLER, M. & URRY, J. (2004) Tourism mobilities. Places to play, places in play. Routledge. BookSHARPLEY, R. (2018) Tourism, tourists and society. Routledge. BookWILLIAMS, S. & LEW, A.A. (2015) Tourism geography. Critical understandings of place, space and experience. Routledge. Book</p>



Recommendations
Subjects that it is recommended to have taken before
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments
A asistencia ás aulas é unha obriga

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.