

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2016-2017

## Teaching guide

Area: The Tourism and Hospitality Environment

Subject: Tourism Anthropology and Sociology

Period: Semester 4

Lecturers:

Mr. Geoffrey Vito Belligoi

Publication for the exclusive use of the School of Tourism and Hospitality Management Sant Ignasi (Ramon Lluull University).

Total or partial reproduction is prohibited.

---

MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS  
AREA: THE TOURISM AND HOSPITALITY ENVIRONMENT  
SUBJECT: TOURISM ANTHROPOLOGY AND SOCIOLOGY  
CODE: OB3ENT-II  
LANGUAGE: ENGLISH  
YEAR: 2  
PERIOD: SEMESTER 4  
CREDITS: 4 ECTS

---

## 1. Subject objectives

The objective of the course is the analysis of the phenomena of tourism from the triple perspective of the dynamic component (demand, tourist, and society), the static component (supply, resident) and the consequential component. Further the course will analyse the history of tourism from the active and transforming perspectives.

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### General

G01 - A commitment to ethics: be able to act in consequence and with basic ethical and social principles and values

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

## **Specific**

E03 - Recognize the main tourist operators and the main political administrative structures.

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

## **3. Content**

Session 1: The Fundamentals of contemporary leisure. .

Session 2: The tourism revolution. From Buffalo Bill to mass tourism.

Session 3: ?Post-fordism? and tourism in the 21st century..

Session 4: Anthropology: the optimistic and the pessimistic vision..

Session 5: Definitions and elements of tourism..

Session 6: Theories: Hosts and guests / the sacred journey..

Session 7: Theories: The generation of attractions / the tourist?s gaze .

Session 8: Theories: Cultural banality / Tourism as a form of imperialism..

Session 9: Theories: no places / the Golden Horde..

Session 10: Experience and authenticity in tourism..

Session 11: The tourist and the post-tourist..

Session 12: New tourism / new tourists..

Session 13: Responsible Tourism: fundamentals..

## **4. Teaching methodology**

**Case Studies.**

**Movie Forum.**

**Finding information and preparation and organization of material.**

**Debates.**

**Working individually or in groups.**

**Student Presentations (individual or group).**

## **5. Assessment activities**

### **Regular examination call**

• **Regular examination call Partial exam**

Partial exam (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, E3, E4, E5

- **Case Study (Group - 30%) Group presentation / Class Participation To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.**

Supervised project (Group - 30%)

Evaluated competences: B1, B2, B3, B4, G7, G1, G9

- **Regular examination call Partial exam (Individual - 15%)**

Partial exam (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, E3, E4, E5

- **Final exam (Individual - 40%)**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, B4, E3, E4,

### **Resit examination call**

- **Case Study (Group ? 30%) To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.**

Supervised project (Group - 30%)

Evaluated competences: B1, B2, B3, B4, G7, G1, G9

- **Final exam (Individual - 70%)**

Final exam (Individual - 70%)

Evaluated competences: : B1, B2, B3, B4, E3, E4, E5

### **Repeating students without attendance: regular examination call**

- **Repeating students without attendance: regular examination call Final exam (Individual - 70%) To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.**

Final exam (Individual - 70%)

Evaluated competences: B1, B2, B3, B4, E3, E4, E5

- **Case Study (iNDIVIDUAL 30%) To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.**

Supervised project (Individual - 30%)

Evaluated competences: B1, B2, B3, B4, G7, G1, G9

Repeating students without attendance: regular examination call

Final exam (Individual - 70%)

Evaluated competences: B1, B2, B3, B4, E3, E4, E5

Case Study (INDIVIDUAL 30%)

Evaluated competences: B1, B2, B3, B4, G7, G1, G9

To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.

### **Repeating students without attendance: resit examination call**

- **Repeating students without attendance: resit examination call Final exam (Individual - 70%) To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.**

Final exam (Individual - 70%)

Evaluated competences: B1, B2, B3, B4, E3, E4, E5

- **Case Study (INDIVIDUAL 30%) To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10**

Supervised project (Individual - 30%)

Evaluated competences: B1, B2, B3, B4, G7, G1, G9

Repeating students without attendance: resit examination call

Final exam (Individual - 70%)

Case Study (INDIVIDUAL 30%)

Evaluated competences: B1, B2, B3, B4, G7, G1, G9

To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10.

### **Follow-up meetings**

Week 3

Week 7

Week 13

## 6. Bibliography

### **Mandatory readings**

Smith, V. L. (ed) 1977. Hosts and guests: The anthropology of tourism. Philadelphia: University of Pennsylvania Press. Smith, V. (1992), Anfitriones e invitados.

### **Recommended readings**

Mark Twain Innocents Abroad <http://publicliterature.org/pdf/3176.pdf>

Innocents Abroad; or, The New Pilgrim's Progress <http://twain.lib.virginia.edu/innocent/iahompag.html>

## 7. Lecturer/s

**Mr. Geoffrey Vito Belligoi** (Head lecturer) - [geoff.belligoi@htsi.url.edu](mailto:geoff.belligoi@htsi.url.edu)

## 8. Observations