

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Geography

Subject: Geography

Period: Semester 1

Lecturers:

Dr. Juan Francisco Puertas Montoro

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MODULE: SOCIAL SCIENCES FOUNDATIONS

AREA: GEOGRAPHY

SUBJECT: GEOGRAPHY

CODE: BA1GEO

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 1

CREDITS: 6 ECTS

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## 1. Subject objectives

The course is oriented to provide the student with an extensive information about the possibilities offered by the Earth in the field of tourism activities in its various manifestations. Therefore, the content to be discussed is composed of two basic elements: the natural geographic element and the human element, and how the first affects and modifies the first. The subject is therefore based on the study of how tourism uses the territory.

## 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

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.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

## Specific

E01 - Understand and analyze the economic dimension of tourism

E02 - Understanding the legal framework regulating tourism activities

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

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

E06 - Assess the tourism potential and prospective analysis of exploitation.

E07 - Analyze the impacts generated by tourism.

E08 - Know the main initiatives of enhancement of cultural heritage and understand the characteristics of managing them.

## 3. Content

Session 1: Presentation and subject introduction.. Related material: Subject teaching guide

Session 2: Basic geographic concepts: The idea of Geography. Related material: Varied notes and related readings

Session 3: Basic geographic concepts: Classification and catalogue of territorial resources. Related material: Varied notes and related recommended readings

Session 4: Basic general concepts: The scan model and the distribution of the catalogue of resources. Related material: Varied notes and related recommended readings.

Session 5: Basic cartography. The thematic maps and their touristic functionality.. Related material: Varied notes and related recommended readings

Session 6: Geography and its relation with tourism: Analysis of the touristic uses of the territory and its heritage as the base for a tourist product. The most significant countries within the European territory.. Related material: Maps, notes and related recommended readings

Session 7: Geography and its relation with tourism: Analysis of the touristic uses of the territory and its heritage as the base for a tourist product. The most significant countries within the American territory.. Related material: Maps, notes and related recommended readings

Session 8: Geography and its relation with tourism: Analysis of the touristic uses of the territory and its heritage as the base for a tourist product. The most significant countries within the African territory.. Related material: Maps, notes and related recommended readings

Session 9: Geography and its relation with tourism: Analysis of the touristic uses of the territory and its heritage as the base for a tourist product. The most significant countries within the Asian territory.. Related material: Maps, notes and related recommended readings

Session 10: Geography and tourist product. Location, seasonality and tourism development. Related material: Varied notes and related recommended readings

Session 11: Tourist impact in the territory and the concept of Sustainable tourism.. Related material:

Varied notes and related recommended readings

Session 12: The International Tourism Fair. Organisation, participation and presentation of the global analysis of the different countries in the FIT HTSI. Related material: Presentation of the correspondent touristic guide that will include an original route connecting the most important attractiveness of the country.

#### 4. Teaching methodology

**Finding information and preparation and organization of material.** Students should seek information, analyze, summarize and use it in each of the sections that are referenced.

**Movie Forum.** Video views from different countries and tourist destinations with the aim of analyzing and lead to debates.

**Debates.** From previous information the students will present their positions on a situation or a case described.

**Practical Exercises.** In each of the sections of the course students must perform practical exercises to properly assimilate its contents.

**Plenary Lectures.** In each of the thematic sections the teacher will previous expose the content to develop and will propose the subsequent practical exercises.

**Role-plays.** As a final group work, the students will organize a "Tourism Fair" where they will present and explain to audiences the different countries represented in the event. That for, the group will create a descriptive guide adding an original and unpublished touristic route within the country.

**Working individually or in groups.** Coexistence of individual or group work is anticipated; the individual contributions will provide the contribution to the group.

#### 5. Assessment activities

##### Regular examination call

• It consists of 3 types of works: 1) Each student will individually have to upload on Moodle the work done in each of the thematic blocks. Generally, these works will not have personalised but global feedback so that each student can rectify it, if necessary (5%) 2) Individually, outside of class hours, students should prepare global maps of geographical location of the most important and significant points of the Globe. These maps will be delivered, on the 26 November, one week before the end of the course. The delivery is mandatory. 3) Mandatory readings in group (20%). Abstracts of the compulsory readings should be made to upload them on Moodle. There will be two of them. Only the first one will receive personalised feedback and grade. The second will only have to be uploaded on the stipulated date. The contents of both readings will be evaluable material in the final exam. (Nov, 29/2019)

Academic Work (Individual - 25%)

Evaluated competences: B1,B2, B3, B4, B5, E1, E2, E3, E5, E6, E7, E8, G7, G9

- **The final project consists on making a tourist analysis of a country. The teacher will agree with each student which country to analyse. On the first week of the course groups will be build. Students will propose the list to the teacher. After the agreement, students will be responsible for doing the all group's work of the subject: the mandatory readings and the guide. The implementation instructions are published in Moodle in the corresponding section. The model to follow may be a conventional tourist guide, but the formal aspect of it is left open for students to decide. It is essential that will include maps, graphics, images and photographs. This guide will be presented at the International Tourism Fair that will be organised on the last day of the course and in which all the groups of the first year of the degree will take part. The "official" language of the fair will be English. During the course there will be time in class to follow up the work. (Des. 05, 2019) (Dec, 05/2019)**

Supervised project (Group - 25%)

Evaluated competences: B1, B2, B3, B4, B5, E5, E7, E8, G12

- **It will be a written exam consisting of a series of ten questions and include knowledge of maps. This test will come all the teaching material used throughout the course (theoretical and practical sessions and work). The exam will be worth 50% of the final grade.**

Final exam (Individual - 50%)

Evaluated competences: B1,B2, B5, E4, E5, E6, E7, E8

The evaluation consist in 2 parts:

1. A written exam with a series of questions that will include knowledge of maps. This exam includes all the teaching materials used throughout the course (lectures, practical and other works done during the course). The exam will be worth 50% of the final grade.
2. The average scores on all controls and works done throughout the course, whose value is 50% of the final grade.

In order to make the average of the two parts of the assessment, the works in class and the written exam, both cannot be less than 5 out of 10.

If the score of one of the two parts is less than 5, then this will be the final mark.

### **Resit examination call**

- **This will be a written exam consisting of a series of ten questions that will include the knowledge of maps and the content of the mandatory readings. The test will include all the teaching material used throughout the course (theoretical and practical sessions and other research works). The exam will be worth 50% of the final grade.**

Final exam (Individual - 50%)

Evaluated competences: B1,B2, B5, E4, E5, E6, E7, E8

- **The final project consists on making a tourist analysis of a country. The teacher will agree with each student which country to analyse. Its parts and content are formally established in the corresponding description document. The final part of the project will be dedicated to creating an original tour around the analysed country .**

Supervised project (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, E5, E7, E8, G12

The evaluation consist in 2 parts:

1. A written exam with a series of ten questions that will include knowledge of maps. This exam includes all the teaching materials used throughout the course (lectures, practical and other works done during the course). The exam will be worth 50% of the final grade.
2. The supervised project has to be delivered the same day of the exam and before it starts. The value of the Final Project is 50% of the final grade.

In order to make the average of the two parts of the assessment, the Supervised Project and the written exam, both cannot be less than 5 out of 10.

If the score of one of the two parts is less than 5, then this will be the final mark.

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

- **This will be a written exam consisting of a series of ten questions that will include the knowledge of maps and the content of the mandatory readings. The test will include all the teaching material used throughout the course (theoretical and practical sessions and other research works). The exam will be worth 50% of the final grade.**

Final exam (Individual - 50%)

Evaluated competences: B1,B2, B5, E4, E5, E6, E7, E8

- **The final project consists on making a tourist analysis of a country. The teacher will agree with each student which country to analyse. Its parts and content are formally established in the corresponding description document. The final part of the project will be dedicated to creating an original tour around the analysed country .**

Supervised project (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, E5, E7, E8, G12

The evaluation consist in 2 parts:

1. A written exam with a series of questions that will include knowledge of maps and the content of the

mandatory readings. This exam includes all the teaching materials used throughout the course (lectures, practical and other works done during the course). The exam will be worth 50% of the final grade.

2. The Supervised project has to be delivered the same day of the exam and before it starts. The value of the Final Project is 50% of the final grade.

In order to make the average of the two parts of the assessment, the Supervised Project and the written exam, both cannot be less than 5 out of 10. If the score of one of the two parts is less than 5, then this will be the final mark.

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

• **This will be a written exam consisting of a series of ten questions that will include the knowledge of maps and the content of the mandatory readings. The test will include all the teaching material used throughout the current course (theoretical and practical sessions and other research works). The exam will be worth 50% of the final grade.**

Final exam (Individual - 50%)

Evaluated competences: B1,B2, B5, E4, E5, E6, E7, E8

• **The final project consists on making a tourist analysis of a country. The teacher will agree with each student which country to analyse. Its parts and content are formally established in the corresponding description document. The final part of the project will be dedicated to creating an original tour around the analysed country .**

Supervised project (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, E5, E7, E8, G12

The evaluation consist in 2 parts:

1. A written exam with a series of ten questions that will include knowledge of maps and the content of the mandatory readings. This exam includes all the teaching materials used throughout the course (lectures, practical and other works done during the course). The exam will be worth 50% of the final grade.

2. The Supervised project has to be delivered the same day of the exam and before it starts. The value of the Final Project is 50% of the final grade.

In order to make the average of the two parts of the assessment, the Supervised Project and the written exam, both cannot be less than 5 out of 10. If the score of one of the two parts is less than 5, then this will be the final mark.

### **Follow-up meetings**

Week 3 (Sep, 27/2019), 11:30

Week 6 (Oct, 25/2019), 11:30

Week 10 (Nov, 22/2019), 11:30

## 6. Bibliography

### Mandatory readings

Boniface, B., Cooper, C. and Cooper, R. (2012). "Climate and Tourism" in Worldwide Destinations. The geography of travel and tourism. Routledge, New York, USA.

Costa, C., Panyik E. and Buhalis, D. (2013). Trends in European Tourism Planning and Organisation. UK. Channel View Publications.

### Recommended readings

Barrado, D. y Calabuig, J. (2001). Geografía mundial del turismo. Madrid. Ed. Síntesis.

Atlas Larousse. País a país. (2010). Barcelona, Larousse.

[www.lonelyplanet.com](http://www.lonelyplanet.com)

[www.cntraveller.com](http://www.cntraveller.com)

[www.roughguides.com](http://www.roughguides.com)

[www.fodors.com](http://www.fodors.com)

[www.nomadicmatt.com/travel-guides/](http://www.nomadicmatt.com/travel-guides/)

## 7. Lecturer/s

**Dr. Juan Francisco Puertas Montoro** (Head lecturer) - [xavier.puertas@htsi.url.edu](mailto:xavier.puertas@htsi.url.edu)

Contact hour: Only with previous appointment, Friday at 11:30

PhD in Leisure applied to tourism industry at Universidad de Deusto, Bilbao. He has several research articles and publications about leisure and its management in the tourist ambit. With one of which, in 2011 he won an Award at the Global Conference, in Cambridge, Massachusetts (Open Course Ware Excellence in Courseware Category), created for the Universidad Estatal de Costa Rica (UNED), Escuela de Ciencias Sociales y Humanidades, Cátedra de Turismo Sostenible de San José de Costa Rica.

X. Puertas has been teaching in different tourism and business schools for more than 18 years, cooperating with international schools in Holland, France, Argentina, Uruguay, Santo Domingo or Costa Rica, among others.

## 8. Observations

\* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

\* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.



A 70% of attendace is compulsory, if this is not followed the lecturer might decide not to evaluate you.