

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: The Tourism and Hospitality Environment

Subject: Social Philosophy

Period: Semester 1

Lecturers:

Ms. Anna Campañá Salsas
Mr. Fritz Habermann
Mr. Jordi Ficapal Mestres
Mr. Jorge Peralta Ramos
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MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS
AREA: THE TOURISM AND HOSPITALITY ENVIRONMENT
SUBJECT: SOCIAL PHILOSOPHY
CODE: OB1ENT-I
LANGUAGE: ENGLISH
YEAR: 1
PERIOD: SEMESTER 1
CREDITS: 3 ECTS

1. Subject objectives

Social Philosophy introduces the future professional of tourism and hotel management to the systemic analysis of techno-economic, socio-political and cultural challenges that impact the social reality, both global and local, in which companies and tourism and hotel organizations are immersed. The subject encourages critical thinking, allows analyzing and debating from an applied perspective the main challenges facing humanity today and invites us to reflect and understand the capacity to transform reality that we have both as individuals and organizations.

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.

General

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

G06 - Interpersonal Empathy/Comprehension: understands other people's emotions, understands their points of view and is genuinely interested in their concerns.

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

G08 - Conflict management: be able to negotiate and resolve disagreements.

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

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to

discover and satisfy their needs.

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.

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.

E12 - Define objectives, strategies and marketing policies.

E13 - Lead and manage the various types of tourism organizations.

3. Content

Session 1: Introduction to Sociology. Introduction to the analysis model of the course: How complex societies can be observed and analysed..

Session 2: The big global challenges. The inequalities on a global scale.. Related material: The Sustainable Development Goals

Session 3: The great local challenges. The inequalities at local level. Presentation of collaborating social entities and areas of action. Constitution of research groups. . Related material: FOESSA Report

Session 4: Group Work Session.

Session 5: Field visit to associations.

Session 6: Cultural context: intercultural relations. The tension between the local and the global.. Related material: Reading: Hofstede

Session 7: Group Work Session.

Session 8: Techno-economic context: mega trends of change and the future of work.. Related material: WEF

Session 9: Group Work Session .

Session 10: Sociopolitical context: democracy and postmodernity . Related material: Reading: Acemoglu y Robinson.

Session 11: Group Work Session .

Session 12: Group presentations.

Session 13: Group presentations.

4. Teaching methodology

Finding information and preparation and organization of material.

Debates. Classroom debates will be organized on some of the outstanding topics of the subject.

Readings. Context sessions will have compulsory readings as a complement

Student Presentations (individual or group). Individually or by groups, some topics will be worked on, incorporating the student's search and its exhibition in class.

Plenary Lectures. The different topics will be introduced by brief expositions of the lecturer to put in context the corresponding concepts and main theoretical frameworks.

Supervised Projects. Work groups of 4 people will be established to investigate a social challenge and work with a specific social entity with the support of a tutor with whom they will have biweekly work sessions. The tutored project includes the dedication by each student of at least 6 hours of unpaid volunteer work for the social entity in those tasks that are considered appropriate under the criteria of the Service-learning standards.

5. Assessment activities

Regular examination call

- **Individual report on volunteering activities developed by the student.**

Academic Work (Individual - 10%)

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

- **Peer evaluation 10% of the peer evaluation corresponds to the self-evaluation and the evaluation of the workgroup partners. 10% corresponds to the evaluation of the final presentation of each workgroup by all the group-class members.**

Final exam (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

- **Written exam**

Final exam (Individual - 30%)

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

- **Research project on a social challenge carried out in collaboration with a third sector entity. The project requires a final report, public presentation in class format and at least 6 hours of**

social volunteering in the entity. 10% corresponds to the individual evaluation of each group member by the teacher. 15% corresponds to the group grade by the tutor-teacher of the final report of the supervised project. 15% corresponds to the group grade by the teacher of the final public presentation (class) of the supervised project.

Supervised project (Individual - 40%)

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

Resit examination call

- **Final exam (Individual - 80%)**

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

- **Academic Work (Individual - 20%)**

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

The approved grades of papers, partial exams obtained during the course are maintained. In case of having suspended a partial exam, the corresponding% will be added for each partial suspended to the final exam, the value of which will be 40% if the notes of two previously approved partials are retained, 60% if the grade of the exam is retained. a single approved partial or 80% in case of having suspended the two partials of the course.

The 20% corresponding to the notes of the exercises carried out in class, the participation in the activities in the classroom (according to the teacher's notes) and the off-line assignments in charge are also maintained.

Repeating students without attendance: regular examination call

- **Final exam (Individual - 100%)**

Evaluated competences: B1, B2, B3, B4, B5, G1, G6, G7, G8, G9, G10, G12, E1, E2, E3, E4, E5, E12, E13

The approved grades of papers, partial exams obtained during the course are not maintained. The only test will be the final exam.

On-demand follow-up meetings via e-mail.

Repeating students without attendance: resit examination call

• Final exam (Individual - 100%)

Evaluated competences: B1,B2,B3

Follow-up meetings

Week 3

Week 7

Week 13

6. Bibliography

Mandatory readings

Cavalli-Sforza, L. L. (1997), Genes, people and lands See chapters/pages 11 and 12

Amstrong, K. (2007), The great transformation See chapters/pages 10

Huntington, S (1993), The clash of civilizations

Sen, A. (2000), Freedom and development See chapters/pages 1

Harvey, D. (2014), Seventeen contradiction and the end of capitalism

Offe, C. (1990): contradictions of welfare state See chapters/pages 5

Fukuyama, F. (1988), The end of history?

Giddens, A. (1999): How globalization works See chapters/pages 5

Murillo, D. (2014): From Walmart to Al Qaeda See chapters/pages 1

Acemoglu & Robinson (2012): Why nations fail? See chapters/pages 13

Benkler, Y. (2012): The penguin and the Leviathan See chapters/pages 1

Beck, U. (2003): The individuation See chapters/pages 2

2014 Human Development Report

7. Lecturer/s

Mr. Jordi Ficapal Mestres (Head lecturer) - jordi.ficapal@htsi.url.edu

Contact hour: Thursday, 15:00-16:00

Holds a Degree in Social and Cultural Anthropology (UB), a Master in Development Cooperation (UB) and a Master in Public Administration (ESADE). Also holds Postgraduate qualifications in Regional Strategy and Competitiveness (UPC), Family and Social Welfare (UB), Leadership, Communication and Campaign Management (IESE - Harvard Kennedy School of Government) and Leadership for Public

Administration (IESE).

Director of the Observatory of Responsible Tourism in the Faculty of Tourism and Hospitality Management Sant Ignasi (Ramon Llull University) where he has held various responsibilities as Academic and Research Director, principal investigator of the Research Group on Tourism Ethics and Hospitality (GRETHOS) and professor of various subjects such as "Anthropology and sociology of tourism", "Analysis of the tourist environment", "Sustainable tourism", "Tourism and community development" and "Responsible Tourism" among others. He has been visiting lecturer at the Maastricht Hotel Management School (The Netherlands), Oxford Brookes Business School (UK) and the Jyväskylä University of Applied Sciences (Finland). He is currently the Academic Director of HTSI.

He is a member of the ETHOS Chair in Applied Ethics and the UNESCO Chair in Development Cooperation of the Ramon Llull University and is also a member of the international network of researchers in development cooperation and tourism COODTUR. He directed between 2003 and 2006 the group of consultants for the application of the Global Code of Ethics of Tourism for the World Tourism Organization (UNWTO). In 2013 he organized and chaired the 7th International Conference on Responsible Tourism in Destinations held in Barcelona. From 2016 to 2018 he has served in the Government of the Generalitat de Catalunya as President of the Catalan Council of Vocational Education and Training.

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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.

* Attendance in the classes and the seminars is obligatory. Attendance will be taken in each session and should a student's attendance be less than 80% without justification, the first exam call will be N/P. (No Presentat).

* Mobile phones, smart phones and other electronic devices must be turned off in class unless authorised by the teacher for use as a reference tool for specific exercises