

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

## Teaching guide

Area: The Tourism and Hospitality Environment

Subject: Social Philosophy

Period: Semester 1

Lecturers:

Mr. Jordi Ficapal Mestres

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: SOCIAL PHILOSOPHY  
CODE: OB1ENT-I  
LANGUAGE: ENGLISH  
YEAR: 1  
PERIOD: SEMESTER 1  
CREDITS: 3 ECTS

---

## 1. Subject objectives

Social Philosophy - Entorno I introduces the future professional in Tourism and Hospitality Management to a systematic analysis of the techno-economic, socio-political and cultural reality, whether local or global, in which companies and organisations in general, and in tourism and hospitality in particular, operate. The student will develop the ability to critically analyse which will enhance their understanding of the potential for transformation that people and organisations possess.

## 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: How complex societies can be observed and analysed: Model of analysis.

Session 2: Systems which produce meaning: Culture. Definition and cultural elements. Related material: Reading: Hofstede

Session 3: Systems which produce meaning: Religion. Types of religions. Religion and civilizations . Related material: Reading: Huntington

Session 4: The origins of the Modern Project (I). From a traditional society to the modern society: the creation of the rule of law. The origins of the Modern Project (II). The beginning of Capitalism: The development towards a modern economy. Related material: Why the industrial revolution happened here? (BBC)

Session 5: The political, economic and cultural characteristics of Liberalism and Neo-Liberalism. The political, economic and cultural characteristics of Socialism.. Related material: Reading: Fukuyama

Session 6: The crisis of Capitalism and the evolution of the welfare state. Related material: Reading: Offe

Session 7: A new business culture: introduction to CSR. Related material: Reading: Handy

Session 8: Partial exam.

Session 9: Technoeconomic transformations. The future of skills. . Related material: Reading: WEF

Session 10: Precedents of the State of Law. Political parties and democratic institutions: Politics today. . Related material: Reading: Acemoglu y Robinson.

Session 11: Globalisation and the challenges of North-South: the disruptions of the XXIst century. . Related material: Reading: Giddens

Session 12: Partial exam.

Session 13: Analysis of the postmodern phenomena. Origin, theories and thinkers.. Related material:  
Reading: Harari.

## 4. Teaching methodology

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

**Movie Forum.** Some movie fragments will be discussed

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

**Readings.** Each session 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.

## 5. Assessment activities

### Regular examination call

- **Partial exam (Individual - 20%)**

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

- **Partial exam (Individual - 20%)**

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

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

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

- **Assignments throughout the course and active participation in the activities in class**

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

### **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 contradictions 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](mailto: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) and Leadership, Communication and Campaign Management (IESE - Harvard Kennedy School of Government).

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.

## 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 70% 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