

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Tourism and Hotel Products and Resources

Subject: Tourism Typologies

Period: Semester 2

Lecturers:

Dr. Emili Valdero Mora

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MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS

AREA: TOURISM AND HOTEL PRODUCTS AND RESOURCES

SUBJECT: TOURISM TYPOLOGIES

CODE: OB2REC-II

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 6 ECTS

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## 1. Subject objectives

The main objective of Tourism Typologies is for the student to understand, characterize and analyze the different types of existing tourism products in the market, both focusing on the product type (product centric products) as those focusing on customer type (customer centric products), and therefore know, understand and structure all the elements that make up a tourism product with market attractiveness. It also delves into the analysis and distinction between tourism products of general motivation (GIT: General Interest Tourism), tourism products mixed motivation (MIT: Mixed Interest Tourism) and tourism products specific motivation (SIT: Special Interest Tourism). Finally, it explores existing typologies focusing on the type of product analyzing cultural tourism, nature tourism, cultural and natural hybrids tourism products, and other types of tourism products focused on the product (health tourism, sports tourism products, tourism games)

## 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

G03 - Initiative and entrepreneurial spirit: always be ready to take advantage or look for new opportunities and act in consequence. Implies a predisposition for proactivity and perseverance.

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting a point of view according to the situation, being sure of your self-worth and abilities. Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

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.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

### **Specific**

E01 - Understand and analyze the economic dimension of tourism

E02 - Understanding the legal framework regulating tourism activities

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.

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.

E12 - Define objectives, strategies and marketing policies.

### **3. Content**

Session 1: Tourist typologies of travel. Classification based on the centrality of product factor and depending on the motivation of the tourist. Tourism focused on the type of customer (customer centric) and focused on the product type (product centric) Tourist typologies depending on tourist motivation: tourism products of general motivation (GIT: General Interest Tourism), tourism products mixed motivation (MIT: Mixed Interest Tourism) and tourism products specific motivation (SIT Special Interest Tourism). MIT geographically targeted products: rural tourism and urban tourism. MIT products focused on accommodation and transport destination resorts, cruises and tourist railway. MIT products targeted at affinity groups. SIT Products: Culture, nature, health, sport, and others..

Session 2: Tourist typologies of travel. Classification based on the centrality of product factor and depending on the motivation of the tourist. Tourism focused on the type of customer (customer centric) and focused on the product type (product centric). Tourist typologies depending on tourist motivation: tourism products of general motivation (GIT: General Interest Tourism), tourism products mixed motivation (MIT: Mixed Interest Tourism) and tourism products specific motivation (SIT Special Interest Tourism). MIT geographically targeted products: rural tourism and urban tourism. MIT products focused

on accommodation and transport destination resorts, cruises and tourist railway. MIT products targeted at affinity groups. SIT Products: Culture, nature, health, sport, and other SIT products..

Session 3: Tourism products focusing on the type of client. Tourism products focused on customer type. Family Tourism DTF Certification. Senior tourism: Segmentation according to the Astic-Muller model..

Session 4: Tourism products focusing on the type of client. Tourism products focused on customer type. Family Tourism DTF Certification. Senior tourism: Segmentation according to the Astic-Muller model..

Session 5: Tourism products focusing on the type of client. Youth tourism. Tourism for singles. Female tourism. Business tourism. Luxury tourism. Gay tourism or LGBT. Solidarity tourism. Accessible tourism.

Session 6: Tourism products focusing on the type of client. Youth tourism. Tourism for singles. Female tourism. Business tourism. Luxury tourism. Gay tourism or LGBT. Solidarity tourism. Accessible tourism.

Session 7: Tourism products focusing on product type. Heritage cultural tourism. Concept of cultural tourism. Tangible and intangible heritage. Essential elements of cultural tourism. The heritage of humanity. Authenticity and trivialization of cultural tourism..

Session 8: Tourism products focusing on product type. Heritage cultural tourism. Concept of cultural tourism. Tangible and intangible heritage. Essential elements of cultural tourism. The heritage of humanity. Authenticity and trivialization of cultural tourism..

Session 9: Tourism products focusing on product type. Cultural tourism urban tourism. The McKercher Model segmentation of cultural tourists. Method of Cross Du on recovery of the tourism potential of cultural tourism product. .

Session 10: Tourism products focusing on product type. Cultural tourism urban tourism. The McKercher Model segmentation of cultural tourists. Method of Cross Du on recovery of the tourism potential of cultural tourism product. .

Session 11: Tourism products focusing on product type. Cultural tourism with specific motivations. SIT cultural tourism products. Thanatourism. Religious tourism. .

Session 12: Tourism products focusing on product type. Cultural tourism with specific motivations. SIT cultural tourism products. Thanatourism. Religious tourism. .

Session 13: Tourism products focusing on product type. Cultural tourism with specific motivations. Linguistic tourism. Ethnic tourism. Industrial tourism: The Li-Soyez model. Archaeotourism. Tourism of gardens..

Session 14: Tourism products focusing on product type. Cultural tourism with specific motivations. Linguistic tourism. Ethnic tourism. Industrial tourism: The Li-Soyez model. Archaeotourism. Tourism of gardens..

Session 15: Tourism products focusing on product type. Cultural tourism with specific motivations. Gastronomic tourism. Wine. Literary tourism. Film tourism..

Session 16: Tourism products focusing on product type. Cultural tourism with specific motivations. Gastronomic tourism. Wine. Literary tourism. Film tourism.

Session 17: Tourism products focusing on product type. Cultural tourism with specific motivations. Tourism based on characters. Tourism events. Tourism and poverty. .

Session 18: Tourism products focusing on product type. Tourism based on nature. Concept of nature-based tourism. Characterization of nature tourism. Sustainability of nature tourism ..

Session 19: Tourism products focusing on product type. Tourism based on nature. Concept of nature-based tourism. Characterization of nature tourism. Sustainability of nature tourism ..

Session 20: Tourism products focusing on product type. Tourism based on nature. Natural areas: national parks, nature reserves and biosphere reserves. Method of Cross Du on recovery of the tourism potential of a product of nature tourism. The Mehmetoglu model segmentation of nature tourists..

Session 21: Tourism products focusing on product type. Tourism based on nature. Natural areas: national parks, nature reserves and biosphere reserves. Method of Cross Du on recovery of the tourism potential of a product of nature tourism. The Mehmetoglu model segmentation of nature tourists..

Session 22: Tourism products focusing on product type. Types of tourism products based on nature. Types of tourism products based on nature. Sun and beach tourism. Ecotourism. Desert tourism. Agro tourism. Active tourism and adventure tourism. Nautical tourism. Tourism of fauna. Tourism of natural phenomena. Ecotourism. .

Session 23: Tourism products focusing on product type. Types of tourism products based on nature. Types of tourism products based on nature. Sun and beach tourism. Ecotourism. Desert tourism. Agro tourism. Active tourism and adventure tourism. Nautical tourism. Tourism of fauna. Tourism of natural phenomena. Ecotourism. .

Session 24: Tourism products focusing on product type. Hybrid cultural tourism products. Concept of a hybrid cultural and natural tourism product. Characteristics of hybrid travel. Geo-cultural tourism. Rural tourism. The Pesonen segmentation model of rural tourism..

Session 25: Tourism products focusing on product type. Hybrid cultural tourism products. Concept of a hybrid cultural and natural tourism product. Characteristics of hybrid travel. Geo-cultural tourism. Rural tourism. The Pesonen segmentation model of rural tourism..

## 4. Teaching methodology

**Plenary Lectures.**

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

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

**Practical Exercises.**

**Case Studies.**

## 5. Assessment activities

## **Regular examination call**

- **Analysis of product-centric tourism products (Mar, 15/2020)**

Case analysis (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G3, G5, E2, E4, E12

- **Group report about the creation of a cultural tourism tour package (Apr, 26/2020)**

Academic Work (Group - 10%)

Evaluated competences: B1, B2, B3, B5, G3, G5, G7, G15, E2, E5, E6, E8, E12

- **Presentation of group report about a cultural tourism tour package (Apr, 28/2020)**

Academic Work (Group - 10%)

Evaluated competences: B1, B2, B4, E1, E4

- **Final exam (Individual - 60%)**

Evaluated competences: B1, B2, B3, G9, E1, E4, E5, E6, E7, E8

1. All work, individual and group, is mandatory and not submitting any of them involves getting a score of 0 points in the activity undelivered and failure of the subject with a maximum grade of 4.
2. The public presentation of group work is mandatory, and not doing so it involves failing the subject with a maximum grade of 4.
3. The minimum final mark exam to average with continuous assessment activities carried out during the course is 3.5. Students with a score lower than 3.5 points shall fail with a grade equal to that obtained in the final exam.
4. Failure to attend without justifying the conference in class by a guest lecturer implies a reduction of 0.5 points in the final grade.
5. Students who fail the ordinary call should obligatorily submit to the resit examination.
6. For students who fail the ordinary call, the grades for passed work are saved for the extra examination call.
7. Students who fail the ordinary call must compulsorily repeat all work, both group and individual, which were failed.

## **Resit examination call**

- **Individual report about the creation of a cultural tourism tour package (Jun, 12/2020)**

Academic Work (Individual - 10%)

Evaluated competences: B1, B2, B3, B5, G3, G5, G7, G15, E2, E5, E6, E8, E12

- **Analysis of product-centric tourism products (Jun, 12/2020)**

Case analysis (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G3, G5, E2, E4, E12

- **Final exam (Individual - 60%)**

Evaluated competences: B1, B2, B3, G9, E1, E4, E5, E6, E7, E8

- **Presentation of group report about a cultural tourism tour package (Jun, 12/2020)**

Academic Work (Individual - 10%)

Evaluated competences: B1, B2, B4, E1, E4

The same observations as in the regular examination call, plus:

If a student failed in the regular examination call wishes to improve individual work they may submit a new version.

If a student has failed the group work, it will have to be repeated individually.

For the evaluation of the resit examination call the highest grade of the two versions submitted will be taken into account.

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

- **Analysis of product-centric tourism products (Mar, 15/2020)**

Case analysis (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G3, G5, E2, E4, E12

- **Individual report about the creation of a cultural tourism tour package (Apr, 26/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G3, G5, G7, G15, E2, E5, E12

- **Final exam (Individual - 60%)**

Evaluated competences: B1, B2, B3, G9, E1, E4, E5, E6, E7, E8

1. Work is mandatory and not submitting of any of them involves getting a grade of 0 points in the activity and failure of the subject with a maximum grade of 4.
2. Public presentation of work is mandatory, and not doing so it involves failing with a maximum grade of 4.
3. The minimum final exam to average with continuous assessment activities carried out during the

course is 3.5 points. Students with a score lower final exam 3.5 points shall fail with a grade equal to that obtained in the final exam.

4. Students who fail the ordinary call should obligatorily submit to the resit examination.
5. For students who fail the ordinary call, the grade of the work which was passed is saved for the extraordinary call.
6. Students who fail the ordinary call must compulsorily repeat all failed work.

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

#### **• Individual report about the creation of a cultural tourism tour package (Jun, 12/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G3, G5, G7, G15, E2, E5, E6, E8, E12

#### **• Final exam (Individual - 60%)**

Evaluated competences: B1, B2, B3, G9, E1, E4, E5, E6, E7, E8

#### **• Analysis of product-centric tourism products (Jun, 12/2020)**

Case analysis (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G3, G5, E2, E4, E12

The same observations as in the regular call, plus:

If a student fails in the 1st call and wishes want to improve individual work, you may submit a new version.

If a student has failed the work, it all must be repeated.

For the evaluation of the resit will take into account the highest grade of the two versions submitted.

#### **Follow-up meetings**

Week 3 (Feb, 18/2020)

Week 7 (Mar, 24/2020)

Week 13 (Apr, 21/2020)

## **6. Bibliography**

### **Mandatory readings**

Horwath HTL (2011) The Future of Luxury Travel, A Global Trends Report.

McKercher, B. and du Cros, H. (2002) Cultural Tourism. The Partnership Between Tourism and Cultural Heritage Management. The Haworth Hospitality Press. See chapters/pages 1, 4, 5, 6, 8, 9, 10, 11 and 12



McKercher, B. and du Cros, H. (2003) Testing a cultural tourism typology. *International Journal of Tourism Research*, 5 (1), 45-58.

Timothy, D.J. and Boyd, S. W. (2003) *Heritage Tourism*. Pearson Education Limited, Essex, England. See chapters/pages 1, 2, 5, 6 and 7

Trauer, B. (2006) Conceptualizing special interest tourism-frameworks for analysis. *Tourism Management*, 27, 183-200

## Recommended readings

Astic, G. and Muller, T. E. (1999) Delighting the senior tourist. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 12, 71-80

Mehmetoglu, M. (2006) Typologising nature-based tourists by activity-Theoretical and practical implications. *Tourism Management*, 28, 651-660.

Li, I. and Soygez, D. (2006) Industrial tourism destination management in Germany: A critical appraisal of representation practices; in: *Community Tourism and Border Tourism*, edited by Bao Jigang, Xu Honggang and Alan Lew, Beijing, China travel Publisher, 408-29.

## 7. Lecturer/s

**Dr. Emili Valdero Mora** (Head lecturer) - [emili.valdero@htsi.url.edu](mailto:emili.valdero@htsi.url.edu)

Contact hour: Tuesday and Wednesday from 11:00 to 12:00 hours

Degree in Economics and Business from the University of Barcelona in 1989, Graduate Applied Statistics at the Imperial College of Science and Technology in London in 1994, Diploma in Statistics from the University of Barcelona in 1995, PhD in Economics from the University of Barcelona in 1998. He worked in the Research Department of La Caixa in 1990-1991. He has collaborated with Esade on issues of international economy and tourism. He has published several books and articles on the Catalan economy. From December 2006 to December 2008 he was Secretary of Commerce and Tourism of the Generalitat

## 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.

1. Classes begin promptly. Access to class will not be allowed 10 minutes after the class has started.
2. It is forbidden to use mobile phones in class. If a student uses it or reads and sends messages, they will be expelled from class.
3. Laptops are not allowed.
4. If a student is expelled from class 3 times during the course, they may not be allowed to attend

classes in the subject.

4. Rules for submission of work will be available to students in a PDF document on the Virtual Classroom of the subject at the beginning of the academic year.