

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

## 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

Taking into account the current situation and the impact of Covid-19, the course is oriented to provide broad information on the possibilities that the Earth can offer, in a normalised state, to the tourism industry and its different manifestations and activities. The content to be discussed is composed of two basic elements: the natural geographical element and the human element, and how the second affects and modifies the first one. The subject consists, therefore, in the study of the potential tourist uses of 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 introduction of the subject. Proposals, instructions and requirements for carry out the activities of the subject. Related material: Subject Teaching Guide and other referenced material of the subject available on Moodle.

Session 2: Basic geographical concepts: The idea of the concept of geography. Analysis of the basic cartography, thematic maps and their tourist functionality.. Related material: Related readings and general cartographic information and maps

Session 3: Geography and its relationship with tourism: A model for scanning the resources of a territory on a global and local scale. Related material: Varied notes and related recommended readings

Session 4: Geography and tourism. Analysis and identification of tourist areas: Analysis of tourist uses of the territory and its heritage as the basis of the product in a tourist destination. The most significant countries in European territory. Southern European countries. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

Session 5: Geography and tourism. Analysis and identification of tourist areas: Analysis of tourist uses of the territory and its heritage as the basis of the product in a tourist destination. The most significant countries in European territory. Central European countries. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

Session 6: Geography and tourism. Analysis and identification of tourist areas: Analysis of tourist uses of the territory and its heritage as the basis of the product in a tourist destination. The most significant countries in European territory. Northern European countries.. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

Session 7: Geography and tourism. Analysis and identification of tourist areas: Analysis of tourist uses of the territory and its heritage as the basis of the product in a tourist destination. The most significant

countries in north american territory. USA and Canada.. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

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 Central American territory: The Isthmus and the Caribbean. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

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 South American territory. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

Session 10: 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: Varied notes and related recommended readings

Session 11: 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: Varied notes and related recommended readings

Session 12: 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 South Asian and Oceania.. Related material: Varied notes and related recommended readings. Maps of the geographical location of the tourist attractions and uses of a territory.

Session 13: 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

• **Individual in-class activities.** Each student will have to upload individually the work done during the session and within the corresponding thematic blocks to Moodle. In addition to the information that each student can contribute with the work carried out, an important aspect will be the contributions of the rest of the students. Therefore, notes of all this information must be taken, since they are considered valid as extension material of the subject. **Note:** The students will have to make some World Tourist Maps of geographical location of the most important and significant tourist destinations and important points around the Globe, as they are analysed during the classes. These maps, although they do not have a grade, will be essential to correctly perform the final written exam. All these contents will be considered evaluable material in the final exam.

Academic Work (Individual - 15%)

Evaluated competences: B1, B3, B4, B5, E3, E6, E7, E8, G9, G12

• **Tourist guide.** It is about creating the guide of a country that will be assigned by the teacher to each group of students. In the first week of the course, a student group proposal will be made to the teacher, with it they will be responsible for doing the group work of the subject: the compulsory readings and the final work, the tourist guide. The instructions for carrying it out will be published in Moodle at the corresponding section. The model to follow can be a conventional tourist guide, but the creative aspect of it is left open for the group. It is essential that it be accompanied by 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 first-year groups of the grade will participate. The "official" language of the fair will be English. During the course, will be some time dedicated to the global monitoring of the preparation of the guides.

Supervised project (Group - 30%)

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

• **Written final exam.** It will be an individual written exam that will consist of a series of 10 questions, which will include knowledge of maps. In this exam all the teaching material used throughout the course will enter (theoretical classes, compulsory readings, practices and work

carried out during the teaching period). The exam will have a total value of 25% of the final grade. Being a final exam, is not contemplated as optional, it is mandatory to pass the subject.

Final exam (Individual - 25%)

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

• **Compulsory group readings (30%). Summaries of the required reading will need to be done and upload them to Moodle. Only the first of them will receive personalised feedback with a score. The rest will have to be uploaded on the date agreed by the teacher to obtain the corresponding grade. The contents of these readings will be considered as evaluable material in the final exam.**

Academic Work (Group - 30%)

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

Thus, the evaluation will consist of 4 parts: those mentioned above.

Two of them have a pre-requisite or condition: the final written exam (individual) and the tourist guide of the country (group). The two activities must be passed with a grade equal to or greater than 5 out of 10. If the score for any of the two parts is less than 5, this grade will be the final mark and the course will appear as failed.

### **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 40% of the final grade.**

Final exam (Individual - 40%)

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

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

Supervised project (Individual - 60%)

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

The evaluation of this call will have 2 parts:

- 1.- A written exam that will consist of a series of 10 questions and that will include knowledge of maps. The same teaching material from the exam carried out in the ordinary session.
- 2.- An individual work, a tourist guide of a country, in which the student can choose between the following two options:

- First option: carry out a new work equal to the one that was done during the course, of a minimum extension of 5,000 words. The theme will be a country in the world proposed by the student and accepted by the teacher. This work must be delivered printed on the same day of the exam and will be worth 60% of the final grade; the other 40% will correspond to the mark of the written exam.

- Second option: do not carry out any work and instead keep the grade of the work done during the course, as long as it has a mark higher than 7.5 out of 10. In this second option the value of the work grade will be 20% of the final grade, and the value of the exam will be, therefore, 80%.

Following the same criteria as the other evaluations, in order to take the average of the two parts, the note of the written exam and that of the tourist guide, will have to be higher than 5 out of 10.

### **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 40% of the final grade.**

Final exam (Individual - 40%)

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

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

Supervised project (Individual - 60%)

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 40% 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 60% 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 40% of the final grade.**

Final exam (Individual - 40%)

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 in Moodle. The final part of the project will be dedicated to creating an original tour around the analysed country .**

Supervised project (Individual - 60%)

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 40% 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 60% 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 (Oct, 05/2020), 11:30

Week 6 (Oct, 26/2020), 11:30

Week 10 (Nov, 16/2020), 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, Monday at 11:30

- PhD in Leisure and Human Development. Institute of Leisure Studies. University of Deusto, Bilbao.
- Degree in Art History. University of Barcelona.
- Postgraduate in Pedagogy. ICE. University of Barcelona.
- Member of the accreditation court of Official Guide of Catalonia

At different Business schools and universities.

- Professor of various disciplines related to sustainability, leisure and tourism management.

Publications:

- Several manuals and articles based on the implementation and management of leisure in the tourism field.

Conferences and presentations:

- In various international tourism organisations (TTRA, in Budapest, Hungary; WLRA, in Quebec City, Canada; ATLAS, in Chaves, Portugal; UAD in San José, Costa Rica, among others.)

Consultant:

- Participation in several international projects for the development and management of tourist destinations in Holland, France, Morocco, Uruguay, Nicaragua, Costa Rica or the Dominican Republic.

## 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.

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.