

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

## Teaching guide

Area: The Tourism and Hospitality Environment

Subject: Tourism Anthropology and Sociology

Period: Semester 4

### Lecturers:

Ms. Bárbara Ruiz Soliva  
Ms. Daniela Freund de Klumbis  
Dr. Esther Binkhorst  
Dr. Gilda María Hernández Maskivker  
Mr. Jordi Ficapal Mestres

Publication for the exclusive use of the School of Tourism and Hospitality Management Sant Ignasi (Ramon Llull University).

Total or partial reproduction is prohibited.

---

MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS  
AREA: THE TOURISM AND HOSPITALITY ENVIRONMENT  
SUBJECT: TOURISM ANTHROPOLOGY AND SOCIOLOGY  
CODE: OB3ENT-II  
LANGUAGE: ENGLISH  
YEAR: 2  
PERIOD: SEMESTER 4  
CREDITS: 4 ECTS

---

## 1. Subject objectives

The objective of the course is the application of the anthropological reflection on the phenomena of tourism from a twofold perspective: 1) the analysis of the impact of tourism on the economy, culture, society and environment of guest communities and territories , and 2) the analysis, deeper understanding and application of the concept of experience in tourism.

## 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

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: 11/02 Introduction to the anthropology of tourism: the 2 basic approaches to tourism. JF 1 hour Documentary 1 hour Lecture 1 hour Discussion - debate.. Related material: Hosts and Guests (Smith, V.L.) The Golde Horde (Turner, L. and Ash, J.) Bye, bye Barcelona

Session 2: 18/02 Anthropology: The tourism experience and its impacts on communities and territories. JF Ethnography project presentation. 1 hour documentary 1 hour lecture 1 hour seminar. Related material: Anthropology and Tourism (Nash, D. and Smith, V.L.) Tourism the sacred journey (Graburn, N.) Gringo Trails

Session 3: 25/02 Impacts of tourism in urban destinations. Overtourism. GH Visual ethnography project seminar. All lecturers.. Related material: 1 HOUR LECTURE + 2 HOUR SEMINAR, GROUP WORK, FIELD WORK PREPARATION

Session 4: 04/03 VISUAL ETHNOGRAPHY PROJECT FIELDWORK. All groups.. Related material: 8:30 - 14:00 FIELDWORK IN THE CITY

Session 5: 11/03 NO SESSION.. Related material: The visual ethnography work (Vídeo 10' or 50 images photobook/powerpoint) will be delivered until 23:55

Session 6: 18/03 Anthropologic Fundamentals of Tourism Experience. EB/DF Presentation of the Tourism experience project.. Related material: Phenomenology of tourist experiences (Cohen, E.)

Session 7: 25/03 Tourism experience design. The orchestra model. BR. Related material: 2 hours lecture + 1 hour documentary/cases

Session 8: 08/04 EXPERIENCE PROJECT SEMINAR. FIELDWORK PREPARATION. All lecturers..

Session 9: 15/04 EXPERIENCE PROJECT FIELDWORK. Related material: 8:30-14:00 FIELDWORK IN THE CITY. All groups.

Session 10: 22/04 Experience and authenticity in tourism. EB/DF.

Session 11: 29/04 GROUP SEMINARS. All lecturers.. Related material: Hacia un turismo responsable y sostenible (Ficapal, J. and Goodwin, H.)

Session 12: 06/05 NO SESSION. Related material: Tourism experience project will be delivered until 23:55

Session 13: 13/05 EXPERIENCE PROJECT PRESENTATIONS. All lecturers..

## 4. Teaching methodology

**Case Studies.**

**Movie Forum.**

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

**Debates.**

**Working individually or in groups.**

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

**Plenary Lectures.**

**Readings.**

**Supervised Projects.**

**Practical Exercises.**

## 5. Assessment activities

### **Regular examination call**

• **Visual ethnography project on tourism conflicts and impacts in Barcelona. The final output is a 5 minutes video or photography dossier. (Mar, 12/2020)**

Supervised project (Group - 30%)

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

• **Tourism experience project. Design of an experiential tourism tour, activity or event for international students. (Apr, 30/2020)**

Supervised project (Group - 50%)

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

- **Oral exam (May, 11/2020)**

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

In group work grading is not necessarily applicable equally to all members. The group tutor can differentiate the grade of the different members of the group according to their individual performance. To be calculated into the final grade, the student must obtain a grade for each module equal to or higher than 4/10.

The passing grade for the subject is 5/10.

### **Resit examination call**

- **Tourism experience project (Jun, 04/2020)**

Supervised project (Group - 50%)

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

- **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

- **Visual ethnography project**

Supervised project (Group - 30%)

Evaluated competences:

Grades equal to or above 4 will be kept from the first call unless the student decides to do a new one.

The passing grade is 5/10.

## 6. Bibliography

### **Mandatory readings**

SMITH, V. L. (ed) 1977. Hosts and guests: The anthropology of tourism. Philadelphia: University of Pennsylvania Press. Smith, V. (1992), Anfitriones e invitados.

- GRABURN, N. (1977) Tourism: The Sacred Journey
- NASH, D. (1977) Tourism as a Form of Imperialism
- GREENWOOD, D. (1977) Culture by the Pound: An Anthropological Perspective on Tourism as Cultural Commoditization
- COHEN, E. (2007) "Authenticity" in Tourism Studies: Après la Lutte
- NASH, D. & SMITH, V.L. (1991) ANTHROPOLOGY AND TOURISM
- COHEN, E. (2005) A phenomenology of tourist experiences
- SMITH, V. L. (1977) "Introduction" in Hosts and Guests: The Anthropology of Tourism
- MACCANNELL, D (1973) Staged Authenticity: Arrangements of Social Palce in Tourist Setting

## 7. Lecturer/s

**Mr. Jordi Ficapal Mestres** (Head lecturer) - [jordi.ficapal@htsi.url.edu](mailto:jordi.ficapal@htsi.url.edu)

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 visting lecturer at the Maastricht Hotel Management School (The Netherlands), Oxford Brookes Business School (UK) and the Jyvaskyla 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.

**Ms. Bárbara Ruiz Soliva** - [bruiz@htsi.url.edu](mailto:bruiz@htsi.url.edu)

**Ms. Daniela Freund de Klumbis** - [daniela.freund@htsi.url.edu](mailto:daniela.freund@htsi.url.edu)

**Dr. Esther Binkhorst** - [esther.binkhorst@htsi.url.edu](mailto:esther.binkhorst@htsi.url.edu)

**Dr. Gilda María Hernández Maskivker** - [gilda.hernandez@htsi.url.edu](mailto:gilda.hernandez@htsi.url.edu)

Gilda Hernandez-Maskivker hold a PhD in Tourism and Leisure from the Rovira i Virgili University (URV), Tarragona, Spain. She also has a degree in Tourism and a Master's Degree in Analysis Techniques and Innovation in Tourism. She was a visiting professor at different universities worldwide such as The Maldives National University or Calabria University. In 2013 completed a research stay at California State University Long Beach (USA). She was the Director of Official Masters in Hotel Management and Innovation in Hospitality at the School of Tourism and Hospitality Management Sant Ignasi, Ramón Llull University, Barcelona from 2016 to 2018. Hernandez-Maskivker is lecturer in tourism marketing and research methods. Her main research lines are on consumer behavior, tourism marketing and sustainable tourism. She has participated in numerous seminars and conferences, and published papers in high impact journals.

## 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. Any unexcused absence will penalize the grade.