

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

## Teaching guide

Area: The Tourism and Hospitality Environment

Subject: Tourism Anthropology and Sociology

Period: Semester 4

Lecturers:

Mr. Geoffrey Vito Belligoi

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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

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## 1. Subject objectives

The objective of the course is the analysis of the phenomena of tourism from the triple perspective of the dynamic component (demand, tourist, and society), the static component (supply, resident) and the consequential component. Further, the course will analyse the history of tourism from the active and transforming perspectives.

## 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: The Fundamentals of contemporary leisure.. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 2: The tourism revolution. From Buffalo Bill to mass tourism. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 3: Mass Tourism ('Post-fordism') and tourism in the 21st century. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 4: Anthropology: the optimistic and the pessimistic vision of Tourism. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 5: Definitions and elements of tourism. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 6: Hosts and guests / the sacred journey.. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 7: The generation of attractions / the tourist's gaze .. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 8: Responsible Tourism: fundamentals.. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 9: Theories: no places / the Golden Horde.. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 10: Experience and authenticity in tourism.. Related material: 2 HOUR LECTURE AND 1 HOUR

## SEMINAR

Session 11: The tourist and the post-tourist. New tourism / new tourists. Related material: (Lecturer: Geoff Belligoi) 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 12: Responsible Tourism: Fundamentals. The new Tourism? Summary of course. Related material: 2 HOUR LECTURE AND 1 HOUR SEMINAR

Session 13: Presentation of Group Projects.. Related material: 1 HOUR SEMINAR

## 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**

#### **• 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

#### **• Video Project in Groups. assessment is made on the video and the accompanying dossier of the project. (Apr, 28/2019)**

Academic Work (Group - 30%)

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

#### **• Final exam (Individual - 50%)**

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

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)

To be calculated into the final grade, the student must obtain a grade for each module equal or higher than 4/10.

The passing grade for the subject is 5/10.

### **Resit examination call**

- **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

- **Final exam (Individual - 70%)**

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

The exam (70%) and the grade from the group work (30%) will make up the total of the resit examination.

The passing grade is 5/10.

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

- **Repeating students without attendance: regular examination call Final exam (Individual - 100%) To be calculated into the final grade, the student must obtain a grade for the Case Analysis equal or higher than 4/10. (May, 08/2019)**

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 passing grade for the subject is 5/10

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

- **Final exam (Jun, 05/2019)**

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 passing grade for the subject is 5/10

### **Follow-up meetings**

Week 3 (Feb, 06/2019), 14.00 - 15.00

Week 7 (Mar, 20/2019), 14.00 - 15.00

Week 11 (Apr, 17/2019), 14.00 - 15.00

## **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.

Innocents Abroad; or, The New Pilgrim's Progress <http://twain.lib.virginia.edu/innocent/iahompag.html>

Mark Twain Innocents Abroad <http://publicliterature.org/pdf/3176.pdf>

### **Recommended readings**

Accessible Tourism. Concepts and issues:  
<http://cf.cdn.unwto.org/sites/all/files/docpdf/turismoaccessiblewebenok.pdf> See chapters/pages2

## **7. Lecturer/s**

**Mr. Geoffrey Vito Belligoi** (Head lecturer) - [geoff.belligoi@htsi.url.edu](mailto:geoff.belligoi@htsi.url.edu)

Contact hour: Wednesdays 2.00 - 3.00

## **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)