



Course GB-33

TOURISM IN SPAIN: KEYS AND DESTINATIONS

(45 class hours)

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OBJECTIVES

The key objective of this Course is to enable students to become fully aware of the diversity inherent to Spanish Tourism, while highlighting, in a more concrete way, the resources and destinations available. The following constitute its specific aims:

- The characterization of "Destination Spain": territory as a key factor in the development of Tourism. Its implementation and spatial distribution, together with the models and characteristics of tourist areas.
- The profiling of tourist areas in terms of generic specialization, and also of consolidated and emergent segments or specific products.
- The interpretation of already-existing data on tourist destinations and the analysis of the environmental, economic, social, and cultural impact on the territory concerned.
- The focusing upon specific tourist destinations and the research into them: the Balearic Isles (Mallorca and Ibiza), the Canary Islands and Andalucía's Costa del Sol; as well as specific route-ways: the Camino de Santiago (as the first European Cultural Route), wine-related tourism and gastronomic itineraries, etc.

METHODOLOGY

This Course will be based on both theoretical and practical sessions: The contents of the theoretical component will be presented in class by the Lecturer, with audiovisual material as back-up, while equally essential will be the active participation of students in the process of reflection and debate that will lead on from the discussion of additional documents and texts. Practical sessions, meanwhile, will be designed to consolidate further the theoretical knowledge already assimilated and will be carried out by means of set activities, together with the drawing up of tourist maps, as well as the analysis of complementary texts linked to theoretical content. Likewise, field trips will be undertaken, either around the city, or to other tourist destinations of interest.

SYLLABUS

UNIT I. Key features of Spain's profile as a Tourist Destination

Item 1.- Spain as a tourist destination. Basic territorial features: conditioning factors regarding Spanish tourism. Tourism as a key sector within the economy.

Item 2. Tourism: basic concepts. Origins and historical evolution of Tourism in Spain. The State's role in the targeting of destinations.

UNIT II. Factors key to Tourism as a spatial phenomenon. Tourism in Spain: Segments and Travel Destinations.



Item 3. Spatial and temporal expansion of Tourism in coastal areas: sun-and-sand tourism. The geotouristic denominations as applied to Spain's coastline. Case studies regarding the Mediterranean coast and offshore island destinations: the Canaries and the Balearic Isles.

Item 4. Natural and rural zones as emergent destinations: National Parks as ecology-related destinations. Emergent tourism-based activities in Spain's rural environment. Case Study: Doñana National Park, enotourism / wine tourism. Routeways and destinations.

Item 5. Spain's key urban destinations: Culture and Heritage as tourist attractions. Material Holdings as Patrimony and Spain's World Heritage Cities. Case Studies: the Camino de Santiago as a cultural routeway. Metropolitan destinations, Madrid, Barcelona and Sevilla.

UNIT III. Tourism's territorial impact. Planning Instruments regarding Impact Factors.

Item 6. Environmental, economic, social and cultural impact factors. Instruments aimed at regional development and tourism planning in coastal and urban areas, as well as in natural and rural zones.

Specific Skills to be acquired

To become apprised of Spain's unique geographical and tourist features.

To become skilled in Identifying types of tourism, as well as Spain's tourist areas as such.

BIBLIOGRAPHY

- ALAN A. LEW, C. HALL, M.; TIMOTHY, H (2008): World Geography of Travel and Tourism: A Regional Approach. V 338.48 LEW
- ALONSO, J. (2002): Geografía turística: general y de España. Madrid, Ed. Centro de Estudios Ramón Areces.
- FORONDA ROBLES, C; GARCÍA LÓPEZ, A (2009): La apuesta por la calidad como elemento diferenciador en los destinos turísticos: planes y productos renovados, en Revista CUADERNOS DE TURISMO nº 23 enero-junio 2009, pág 89-110. Universidad de Murcia.
- GARCÍA SÁNCHEZ, A (coord.) (2014): 20 años de la actividad turística en España, AECIT. Editorial Síntesis. Madrid
- NUEVO ATLAS DE ESPAÑA (2001): Geografía general y temática. Barcelona, Salvat.
- PARDELLAS DE BLAS, X (2014): La actividad turística española en 2013, AECIT. Editorial Síntesis. Madrid
- VERA, F; LÓPEZ, F; MARCHENA, M (2011): Análisis territorial del turismo y planificación de destinos turísticos. Editorial: Tirant lo Blanch. Colección: Crónica . V MA 338.48 ANA
- WILLIAMS, S. (2009): Tourism geography: a new synthesis. London; New York: Routledge V 338.48 WIL



Further Resources Key Websites:

- World Health Organization: <http://unwto.org/>
- Institute of Tourism Studies: www.iet.tourspain.es
- Official Website of Tourism in Andalucía: www.andalucia.org
- Exceltur: <http://www.exceltur.org/excel01/contenido/portal/default.htm>
- Edutravel Consulting Group: <http://www.grupoedutavel.com/>
- Andalucía Experiences: <http://www.andaluciaexperiencias.com/es/>

ASSESSMENT AND GRADING

Assessment and Grading will be based on the following elements and criteria:

- a) A written exam on the content of the theoretical component as dealt with, which will be carried out using the material handled in class sessions (50% of the final grade).
- b) The undertaking of an on-going practical assignment (50% of the final grade), consisting of a dossier in which students will have filed all their activities' material related to both class and extramural sessions, as well as the content of assignments set as the Course evolves.

In addition, the assigning of final grades will take into account regular attendance in class sessions, the completion of practical assignments in class, as well as in extramural settings, together with the degree of active participation manifested throughout.