

Academic year	2015-16
Subject	11484 - Evolution of Tourism
Group	Group 1, 1S
Teaching guide	A
Language	English

Subject identification

Subject	11484 - Evolution of Tourism
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 1S (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Carlos Pablo Manera Erbina carles.manera@uib.es	You need to book a date with the professor in order to attend a tutorial.					
Antònia Morey Tous antonia.morey@uib.es	12:00	13:30	Tuesday	14/09/2015	02/02/2016	DB-233

Contextualisation

The main objective of this course is to raise a number of theoretical issues, on the development of mass tourism. The emphasis is mainly in the Mediterranean area, without avoiding other areas of analysis. The basis of the contributions of the course are twofold:

- Theoretical, from an updated international bibliography;
- Practices, from the very research that brought to term the Group of Studies on Economic History of the department of Applied Economics of the UIB.

Requirements

There are no requirements for the subject.

Skills

Specific

- * CE1 – To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships..
- * CE5 – To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market..

Generic

- * CG1 – To know the new tendencies emerging in the tourism system and the challenges faced by it, at the same time deepening the knowledge of advanced economic analysis, and making possible the development of an innovative vision to provide ideas and solutions..
- * CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development..
- * CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions..

Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Theme content

1. TOWARDS A NEW TECHNO-ECONOMICAL MASS TOURISM.

To determine the chronological stages in which mass tourism developed in the areas under consideration, highlighting prior linkages that facilitated and brought about a change in economic activity. The theoretical approach for this particular aim is to regard economic growth and its subsequent development as an unimprovised process, leading on from previous stages where apprenticeship played a decisive role. As a result of the above, to identify the source of capital that facilitated the initial growth of tourism and pioneering investment into hotels, leaving aside the key role that tour operators would later play.

2. ECONOMIC GROWTH, TOURISM AND INSULARITY: THE CASE OF THE MEDITERRANEAN

To gather reliable historical data on the evolution of mass tourism over a specific period: 1940-2000. In this sense, one fundamental objective is to compile data from statistical series relating to visitor numbers, the frequency of stays, the number of overnight stays, issuing markets, and income from tertiary activities.

3. THE TOURISM REVOLUTION IN THE MEDITERRANEAN.

To make a comparison of the areas under analysis: the specific importance of the Balearic archipelago, Andalusian coast and regions under consideration, in their respective states of development; and their significance in relation to all Mediterranean regions with a strong tourist sector.

4. THE INTERNATIONAL HOTEL CHAINS: THE CASE BALEAR

To analyse key businesses that helped boost tourism: family firms that have slowly but surely become driving economic forces behind the sector, turning into powerful international consortiums in absolute and relative terms.

5. TOURSIM ENVIROMENTAL EXTERNALITIES

To highlight contradictions inherent in these growth processes and difficulties directly related with the environmental externalities of very swift, environmentally harmful growth processes in which the construction sector has played a key role.

Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical classes	Large group (G)	To explain the main key concepts and cronologic economic evolution that students must konw. Theroy classes allow a detailed exposition of the most important aspects of each topic. Class slides and notes hywill be available for students and basic bibliography must help them to complete the topics.	10
Practical classes	Practical classes	Large group (G)	Reading and draft discussions in order to promote a critical punt of vew between students and to facilitate the application of theoretical methodology learned in class. Several case studies related with the concepts learned in the lectures will be analysed and discussed.	6
Assessment	Project presentation	Large group (G)	Presentation a first draft comparative analysis about the areas under consideration. The draft of this final assessment will be presented in class and discussed with the professor and students.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Individual studying	Working time of students on their own on the course subject. The student must improve knowledge by reading additional essays and papers. Group self-study and work to learn to work with other students and to discuss different case studies provided by the professor.	40
Group self-study	Group studying	Following the suggestions and the comments of de first draft, the students have to elaborate the final work. Depending of the number of the students it can be individual or ir couples.	17

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Practical classes

Modality	Practical classes
Technique	Observation techniques (non-retrievable)
Description	Reading and draft discussions in order to promote a critical point of view between students and to facilitate the application of theoretical methodology learned in class. Several case studies related with the concepts learned in the lectures will be analysed and discussed.
Assessment criteria	Readings and draft discussions.
Final grade percentage: 20%	

Project presentation

Modality	Assessment
Technique	Papers and projects (non-retrievable)
Description	Presentation a first draft comparative analysis about the areas under consideration. The draft of this final assessment will be presented in class and discussed with the professor and students.
Assessment criteria	Preparing the draft of the final paper with the lectures and the suggestions for the other students and the professor.
Final grade percentage: 20%	

Group studying

Modality	Group self-study
Technique	Papers and projects (non-retrievable)
Description	Following the suggestions and the comments of the first draft, the students have to elaborate the final work. Depending of the number of the students it can be individual or in couples.
Assessment criteria	Students must hand out an individual essay report that will account for 60% of final qualification. Final grade percentage: 60% with minimum grade 5.
Final grade percentage: 60% with minimum grade 5	

Resources, bibliography and additional documentation

In developing the course will be updated material used. The form of assessment will be discussed at the first session of the course.

Basic bibliography

- APOSTOLOPOULOS, Y, LOUKISSAS, P., LEONTIDOU, L. (2001), *Mediterranean Tourism. Facets of socioeconomic development and cultural change*, Roudledge (London).
- ARON C. S. (1999), *Working at Play: A History of Vacations in the United States*, Oxford University Press. (New York)
- BALAGUER, J., CANTAVELLA, M. (2002), "Tourism as a long run economic growth factor: the Spanish case", *Applied Economics* 34.
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- BOYER, M. (2002), "El turismo en Europa, de la Edad Moderna al siglo XX", *Historia Contemporánea*, 25
- BUTLER, R.W. (1980), "The concept of a tourist area cycle of evolution: implications for management of resources", *Canadian Geographer*, 24 (1).
- BUTLER, R.W. (1999), 'Sustainable tourism: a state of the art review', *Tourism Geographies*, Vol. 1
- MADDISON, A. (2003), *The world economy: Historical Statistics*, OECD (Paris)
- PAPATHEODOROU, A., SONG, H. (2005), "International tourism forecasts: time series analysis of world and regional data", *Tourism Economics*, 11 (1)
- SEGRETO, L., MANERA, C., POHL, M. (Eds.) (2009), *Europe at the Seaside. The Economic History of Mass Tourism in the Mediterranean*, Berghahn Books (New York-Oxford)
- TISSOT, L. (dir.) (2003), *Development of a Tourist Industry in the 19th and 20th Centuries. International Perspectives*, Alphil (Neuchâtel)
- WALTON, J.K. (2002), "British tourism between industrialization and globalization". In Bergoff, H., Korte, B., Schneider, R. and Harvie, C. (eds) *The Making of Modern Tourism: The Cultural History of the British Experience 1600-2000*, Palgrave, (Basingstoke)

Complementary bibliography

- ALCAIDE, J. (Dir.) (1999), *Renta Nacional de España y su distribución provincial. Serie homogénea*, Fundación BBV, Bilbao.
- ALenyà, M (Dir.) (1999), *Informe econòmic i social de les Illes Balears 1998*, Sa Nostra Caixa de Balears, Palma de Mallorca.
- BAYÓN, F. (dir.) (1999), *50 años de turismo español. Un análisis histórico y estructural*, Centro de Estudios Ramón Areces, Madrid.
- BOSCH, R. et al (1998), *Turismo y Medio Ambiente*, Centro de Estudios Ramón Areces, Madrid.
- BOYER, M. (1999), *Histoire du tourisme de masse*, PUF, Paris.
- in *La economía española*, CEM, Madrid.
- ESCARTÍN, J.M.-MANERA, C.-PETRUS, J.M. (1995), "Le rôle de l'île de Majorque dans la formation des réseaux de transports européens (1945-1973)", in M. MERGER-A. CARRERAS-A. GIUNTINI (Dirs.), *Les réseaux européens transnationaux XIXème-XXème siècles. Quels enjeux?*, Ouest Editions, Nantes.
- ESTEVE, R.-FUENTES, R. (2000), *Economía, historia e instituciones del turismo en España*, Pirámide, Madrid.
- FERNÁNDEZ FÚSTER, L. (1991), *Historia general del turismo de masas*, Alianza (Madrid).
- FIGUEROLA PALOMO, M. (2000), *Introducción al estudio económico del turismo*, Civitas, Madrid.
- FIGUEROLA, M. (1985), *Teoría económica del turismo*, Alianza, Madrid.
- HIRSCHMAN, A.O. (1960), *La estrategia del desarrollo económico*, FCE (Mexico).
- LARRINAGA, C. (2002), "El turismo en la España del siglo XIX", *Historia Contemporánea*, 25.
- MANERA, C. (2001), *Història del creixement econòmic a Mallorca, 1700-2000*, Lleonard Muntaner Editor, Palma.
- MANERA, C. (coord.) (1990), *La indústria a Mallorca: una perspectiva històrica*, monographical work in *Estudis d'Història Econòmica, 1990-1*, Palma.
- MANERA, C. (coord.) (1999), *Exploracions en Història Econòmica contemporània (2 vols.)*, monographical article in the journal *Randa*, issues 42 and 43, Barcelona.
- MONTANER, J. (1991), *Estructura del mercado turístico*, Síntesis, Madrid.



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PELLEJERO, C. (2002), "La política turística en la España del siglo XX: una visión general", Historia Contemporánea, 25.

PELLEJERO, C. (dir.) (1999), Historia de la economía del turismo en España, Civitas, Madrid.

REIG, E.-PICAZO, A.J. (1998), Capitalización y crecimiento de la economía balear, 1955-1996, Fundación BBV, Bilbao.

UNCETA, M. (coord.) (1986), 75 años de turismo en España. Marsans 1910-1985, Madrid.

URIEL, E.-MONFORT, V. (dirs.) (2001), El sector turístico en España, Caja de Ahorros del Mediterráneo, Alicante.

VILA FRADERA, J. (1997), La gran aventura del turismo en España, Barcelona, Editur.

Other resources

WTO (2003), Tourism Highlights. Edition 2003, www.world-tourism.org

WTO (2004), Compendium of Tourism Statistics. Data., World Tourism Organization (Madrid)

WTO (2004), Tourism Market Trends, www.world-tourism.org

