

Syllabus

Subject

Subject / Group	11480 - Renovation Plans for Mature Destinations / 1
Degree	Master's Degree in Tourism Management and Planning
Credits	3
Period	Second semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Hugo Capellá Miternique hugo.capella@uib.eu	13:00	15:30	Wednesday	03/09/2018	31/07/2019	44-C Edifici Guillem Colom
	13:00	15:30	Monday	03/09/2018	26/07/2019	44-C Edifici Guillem Colom

Context

In late 80's, Mass tourism benefits decreased and tourism sector took a break to analyze how to manage a renewal for the future. The main idea was on the one hand, to diversify the products and on the other hand, to invest in resort formula in new spots, from Mediterranean area to the Caribbean one (Dominican and Riviera Maya).

In this course, first we are going to analyze renovation plans for mature destinations in Balearic area and its impact to the present sector. Second, we are going to understand the construction of a bad imagery around coastal mass tourism. Finally, we are going to analyze the great potential of coastal mass mature destinations, from a new glance based on diversity and social role. We should re-find a proudness related to a tourism sector that involves and still brings one of the major part in tourism benefits. Studies are needed not to change mass tourism but just to pay attention to its complexity, seen as a resource by itself.

Requirements

Essential

English skills recommended.

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Recommended

Participatory skills are welcomed.

Skills

Specific

- * [CE13] Know the general legal framework of tourism activities (both in regards to aspects related to the territory planning, as to the management of tourism firms), to be able to plan and develop tourism activity. .
- * [CE19] Command analytical and observational strategies developed from the usual methods of geographical research based on field trips, laboratory (scientific and computational), and concreteness in office work .

Generic

- * [CG1] Know how to find, process and analyze information concerning the tourism sector from different sources. .
- * [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector. .
- * 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 .

Transversal

- * [CT1] Capacity for analysis and synthesis. .

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

Range of topics

- 1.. Mass tourism
 - 1.1 Spatial impact
 - 1.2 Economic decrease
2. Rethinking mass tourism: diversification
 - 2.1 Moral and policies
 - 2.2 Mass tourism potential
3. New approaches to mass tourism needed
 - 3.1 Proud of it: "shores phenomena"
 - 3.2 New logics formass tourism itself.
4. Don't be ashamed!

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4.1 Lloret de Mar: Discovering Mass tourism benefits.

4.2 Ibiza: Club redemption.

4.3 Magaluf: An incredible lab.

Teaching methodology

In-class work activities

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory	Large group (G)	The aim of the classes is to develop and discuss the different topics of the course. Lectures will be based on presentations and discussion of readings.	8
Practical classes	Fieldtrip	Large group (G)	A fieldtrip will be hold during the course.	8
Assessment	Exam	Large group (G)	Final exam	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 Aula Digital platform.

Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Individual self-study	lecture test	Analyze a lecture related to a theme.	17
Group self-study	essay in group	Essay in groups that will also have to be orally presented.	40

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

General Final Exam : 50% must have morethan 5.

Written work group on Magaluf aspect: 20%

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Field trip expo.: 15%
Text analyze test: 15%

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Theory

Modality	Theory classes
Technique	Self-assessment systems (non-retrievable)
Description	The aim of the classes is to develop and discuss the different topics of the course. Lectures will be based on presentations and discussion of readings.
Assessment criteria	Participation
Final grade percentage: 0%	

Fieldtrip

Modality	Practical classes
Technique	Oral tests (non-retrievable)
Description	A fieldtrip will be hold during the course.
Assessment criteria	Oral presentation
Final grade percentage: 15%	

Exam

Modality	Assessment
Technique	Extended-response, discursive examinations (retrievable)
Description	Final exam
Assessment criteria	Final Exam
Final grade percentage: 50%	

lecture test

Modality	Individual self-study
Technique	Extended-response, discursive examinations (retrievable)
Description	Analyze a lecture related to a theme.
Assessment criteria	Reading Test
Final grade percentage: 15%	



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essay in group

Modality	Group self-study
Technique	Papers and projects (retrievable)
Description	Essay in groups that will also have to be orally presented.
Assessment criteria	Essay in group

Final grade percentage: 20%

Resources, bibliography and additional documentation

Basic bibliography

Duhamel Ph. et Violier Ph., 2009, Tourisme et littoral: un enjeu du monde. Paris: Belin, coll. Sup Géo

Knafou R.(dir), 2012, Les lieux du voyage. Paris: Le Cavalier Bleu, Paris

López Palomeque, F. and Cànovas Valiente, G. (eds) (2014) Turismo y Territorio. Innovación, Renovación y Desafíos. València: Tirant Humanidades.

Vera, F. and Rodríguez-Sánchez, I. (eds) (2012) Renovación y reestructuración de destinos turísticos en áreas costeras : marco de análisis, procesos, instrumentos y realidades. València : Universitat de València

