

**TERRITORIAL TOURIST RESOURCES IN SPAIN
DEGREE IN BILINGUAL TOURISM**

Curso 2009-10

Móstoles, 23 de julio de 2009

SUBJECT TEACHING GUIDE:
Territorial Tourist Resources in Spain
DEGREE IN BILINGUAL TOURISM

Lecturer/Teacher/Professor's name: Eusebio Bonilla Sánchez

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Subject Coordinator: Eusebio Bonilla Sánchez

Degree Coordinator: María Luisa Blanco Gómez

I.- Identification of Subject

Type ¹	Compulsory
Subject (*)	
Teaching period ²	1 st course, 1 st semester
Credits	6
Teaching Method ³	Obligatory attendance
Language in which the subject is taught	English
Department	Social Sciences
Key Subject(s) ⁴	None
Success rate (**)	

II.- Presentation

This subject focuses on the study of the Geographical Environment involved in the development of tourism through the knowledge and analysis of the relations between the physical and human facts, and the repercussions in the localization and differentiation of tourist spaces.

III.- Competences

Generic competences	Analyse and summarize.
	Organization and planning.
	Work in a group and reason analytically.
	Ability to communicate both orally and in writing.

¹ Type: Basic training, compulsory or optional.

² Teaching period: Indicate semester and course.

³ Obligatory attendance or not: Optional attendance is only applied to on-line degrees.

⁴ Note the key subject(s) in order to be able to have access to this subject.

(*) This information will be provided by the Vicerectorate for Academic Organisation.

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	Ethic compromise and sensitivity about the environment.
Specific competences	Know geographic concepts and vocabulary about tourism.
	Choose and use appropriate documental resources for doing tourist-geographical studies of Spain.
	Analyze geographical environment and to interpret landscape in order to understand its impact on tourist spaces.
	Know about elements and factors involved in territory in order to identify which of them favour the localization of tourist activities.

IV.- Contents

IV. A. Syllabus

Thematic unit	Topic	Sections
I.- Introduction to tourism	Topic 1. Basic concepts of tourism	Basic concepts about tourism: tourism, traveller, visitor, tourist resources, tourist products, tourist geography, geography of tourism, tourist spaces, sustainable tourism, etc.
	Topic 2. Sources for the study of tourism.	General and specific books, cartography, tourist guides, travel brochures, travel books, yearbooks and statistic sources, etc.
	Topic 3. Origins and evolution of tourism. Tourism in Spain	Evolution of tourism in Spain. Significant characteristics of Spanish tourism.
II.- The localization of tourist activities in Spain	Topic 4. Tourist localization factors.	Natural, human and technical factors.
	Topic 5. Natural factors and tourism in Spain.	Relief. Climate. Hydrography. Vegetation.
	Topic 6. Landscape and protected natural areas. Classification and interpretation of landscape.	The concept of landscape, classification and interpretation. Spanish Natural Areas as tourist resources.
III.- Tourist territorial resources in Spain.	Topic 7. Tourist territorial resources of Spanish Autonomous Regions.	Geographical characteristics and tourist territorial resources or Spanish Autonomous Regions.

IV. B. Compulsory activities (assessable):

1. Readings

Title	Geografía mundial del turismo (pag. 32-36, 62-65, 72-87)
Author	Barrado, D. A. y Calabuig, J. (eds.) (2001)
Publisher	Síntesis.
Title	Manual de Geografía Turística de España. (pag. 17-41, 43-63, 109-160, 167-192,

	193-214)
Author	Calabuig, J., Ministral, M. (2003)
Publisher	Síntesis.
Title	Aproximación a la geografía del turismo. (pag. 15-27, 29-35, 63-98, 131-158)
Author	Callizo Soneiro, J. (1991)
Publisher	Síntesis
Title	Análisis Territorial del Turismo. (pag. 60-71)
Author	Vera, J.F., López Palomeque, F., Marchena, M.J., Antón, S. (1997)
Publisher	Ariel.
Title	Un paseo por la historia: El último medio siglo de turismo en España
Author	Vacas Guerrero, C. (2006)
Publisher	Universidad Rey Juan Carlos
Title	Recursos territoriales turísticos: los espacios naturales protegidos españoles.
Author	Vacas Guerrero, T. (2003)
Publisher	Universidad Rey Juan Carlos
Title	The Global Code of Ethics for Tourism (GCET)
Author	UNWTO (2001)
Publisher	UNWTO
Title	Climate Change and Tourism Responding to Global Challenges. Summary
Author	UNWTO
Publisher	UNWTO

2. Practical sessions

Practical session Topic 0	<ul style="list-style-type: none"> Localization in blank maps of Spain: Spanish provinces, Autonomous Regions and its capital cities, main units of relief, Hydrography, Natural Protected Areas (ENP), tourist coasts, Humanity Heritage cities, and municipalities and towns with important tourist activity.
Practical session Topic 1	<ul style="list-style-type: none"> According to the Organization of American States (OAS) Comment 10 important Spanish tourist resources. Brief comment about their main characteristics. Make an inventory form of a tourist natural resource. Reading and discussing "European Charter for Sustainable Tourism".
Practical session Topic 2	<ul style="list-style-type: none"> Personal comment: tourist guide, tourist magazine, catalogue and brochure. Reading and discussing about texts suggested in class.
Practical session Topic 3	<ul style="list-style-type: none"> Reading and discussing about these texts: <ul style="list-style-type: none"> "El turismo español en cifras" "El último medio siglo de turismo en España" (C.Vacas, 2007) "Familitur 2008" "Frontur 2008"
Practical session Topic 4	<ul style="list-style-type: none"> Make a chart with examples about artistic tourist resources. Make a chart with examples about cultural tourist resources about Museums, Popular Celebrations, Gastronomy and Handcrafts. Reading and discussing about texts suggested in class.
Practical session Topic 5	<ul style="list-style-type: none"> Find examples of Spanish tourist resources connected to the items studied in the topic. Comment on different whether maps. Comment on the Websites: www.calidadturistica.es and www.mma.es in order to study a few Spanish tourist resources about landscape. Reading and discussing about texts suggested in class.

Practical session Topic 6	<ul style="list-style-type: none"> • Reading and discussing about these texts: <ul style="list-style-type: none"> ○ “European Charter for Sustainable Tourism in Protected Areas”. ○ “European Landscape Convention” • Make an inventory form of a tourist resource about National Parks/ Biosphere Reserves.
Practical session Topic 7	Coursework. Tourist-geographical study of a Spanish Autonomous Region. Text and oral presentation.

3. Laboratories

4. Hospital

5. Others

IV.- Student's workload¹

Lecture classes	28
Practical classes	28
Practical sessions in technological laboratories, hospital, etc.	
Exams	4
Academic tutorials	25
Related activities: conferences, seminars, etc.	5
Preparation of lecture classes	20
Preparation of practical classes/problem solving, etc.	50
Exam preparation	20
Total student workload	180

¹ The workload refers to the student's work. The lecturer/teacher/professor's dedication to the different teaching activities allows him/her to recognise and assess the student's workload more adequately; that is why it is advisable to develop tools that allow teachers to know the amount of time their students devote to the subject, apart from class attendance. All activities should have some preparation in advance so that the student can get the most out of all of them and also for the control by the person responsible for the subject as well as the degree coordinator.

V.- Teaching methodology and organisation

Theoretical classes

Date ¹ (weeks)	Topics	Methodology
1st	Presentation and explanation of subject teaching guide and practical course work.	Teacher's explanation.
2nd-3rd	Topic 0. Maps (physical and political framework) Topic 1. Basic concepts of tourism	The theoretical concepts explained by the teacher will be completed with comments in class by the students with texts, maps, graphic material and papers directed by the teacher using active learning methodology.
4th	Topic 2. Sources for the study of tourism.	
5th	Topic 3. Origins and evolution of tourism. Tourism in Spain	
6th	Topic 4. Tourist localization factors.	
7th-9th	Topic 5. Natural factors and tourism in Spain	
10th-11th	Topic 6. The elements of landscape; classification and interpretation of landscape. The protected natural areas.	The virtual campus of URJC will support the subject and will provide work material for students.
12th-14th	Topic 7. Tourist territorial resources of Spanish Autonomous Regions.	Exposition of the tourist geography study of every one of the Autonomous Regions.

Practical classes, problem solving, etc.

Date	Topics	Methodology
During all course	Coursework. Geographic-tourist study of a Autonomous Region	The student, led by the teacher, will prepare coursework working together in groups; this will be fully explained in class. The production and explanation of the study will be part of the evaluation. To pass the subject the student will have to pass both practice and theory.
During all course	All topics.	Exercises will be proposed in class.

Laboratories

Date	Topics	Methodology

Seminars and group work

Date	

Academic Tutorials

Comments	The exercises that integrate the coursework are related to the course theory and they will be guided along the course by the teacher.
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¹ Specify the week or period in which the topic will be dealt with.

Other activities

Date	Assistance to lectures, conferences and seminars.	According to topical questions about tourism.

Exams

Date	Topics / Contents	Methodology
October	Topic 0 (maps)	True/False Test
December	Oral presentation of Coursework (Topic 7)	Oral Presentation
January	Theoretical and Practical contents (all topics)	True/False Test

VI.- Assessment methods

VI. A. Continuous assessment

Criteria	Percentage ¹	Date	Topics / Contents
Written exam	40%	January	Theory and Map Exams
Oral exam			
Class attendance	10%		
Practical sessions	20%		Exercises proposed in class during the course
Practical work and its presentation in class	30%	December	Coursework. Geographic-tourist study of a Autonomous Region
Laboratories			
Hospital			
Activities out of classroom			
Others			

VI. B. Percentage for the assessment of part-time students

Teachers should foresee the assessment method for part-time students. For a student to be able to be assessed through this method, s/he should obtain for this subject "Academic Exemption", which s/he will have applied for to the Dean or Director of the Faculty/School in which the subject is taught.

"Academic Exemption" does not exclude students from continuous assessment. This kind of assessment will be decided by the teacher according to the conditions set by the Dean/Director related to this exemption. The syllabus adaptation will be established in accordance with the characteristics of each specific case."

¹ The lecturer/teacher/professor will decide which is the percentage for the different parts of the subject. If there is a final exam, its percentage will be between 30% and 45% of the whole subject.

VII.- Bibliography¹

General

Title	Worldwide Destinations: The Geography of Travel & Tourism.
Author	Boniface & Cooper (2001)
Publisher	Hodder & Stoughton
Title	The Geography of Tourism and Recreation. Environment, Place and Space (Paperback).
Author	C. Michael Hall - Stephen J. Page (2006)
Publisher	Routledge, UK
Title	Tourism geogaphy. A New Syntesis.
Author	Williams, Stephen (2009)
Publisher	Routledge
Title	Tourism. Principles, practices, philosophies.
Author	McIntosh, Robert W.; Goeldner, Charles R.; Brent Ritchie, J. R. (1995)
Publisher	John Wiley and Sons
Title	The Global Code of Ethics for Tourism (GCET).
Author	UNWTO (2001)
Publisher	UNWTO
Title	Geografía Turística: General y de España.
Author	Alonso, J. (2004)
Publisher	Ramón Areces.
Title	Guía Física de España: los ríos.
Author	Arenillas, M.A. y Sáenz, Cl. (1995)
Publisher	Alianza Editorial
Title	Geografía Turística de España.
Author	Ceballos, I. (1993)
Publisher	Ramón Areces
Title	Geografía del Turismo.
Author	Díaz Álvarez, J.R. (1990)
Publisher	Síntesis.
Title	Geografía de España.
Author	Gil Olcina., Gómez Mendoza, J. (2001)
Publisher	Ariel
Title	Movimientos turísticos de los españoles (FAMILITUR). Informe anual. Ultimo año.
Author	Instituto de Estudios Turísticos
Publisher	Instituto de Estudios Turísticos
Title	Movimientos Turísticos en fronteras (FRONTUR). Informe anual. Ultimo año.
Author	Instituto de Estudios Turísticos
Publisher	Instituto de Estudios Turísticos
Title	Encuesta de gasto turístico (EGATUR). Informe anual. Ultimo año.
Author	Instituto de Estudios Turísticos
Publisher	Instituto de Estudios Turísticos
Title	El turismo español en cifras. Informe anual. Ultimo año.
Author	Instituto de Estudios Turísticos
Publisher	Instituto de Estudios Turísticos
Title	Una introducción al turismo.

¹ Maximum of 20.

Author	Lickorish, L. J. Y Jenkins, C.L. (2000)
Publisher	Síntesis
Title	La ordenación y planificación integrada de los recursos territoriales turísticos.
Author	López Olivares, D (1988)
Publisher	Universidad Jaume I.
Title	Climas y tiempos de España
Author	Martín Vide, J. y Olcina Cantos, J. (2001)
Publisher	Alianza Editorial
Title	El relieve.
Author	Peña Monné, J.L. (1995)
Publisher	Síntesis
Title	Diccionario de Geografía.
Author	Puyol, R. (dir) (1986)
Publisher	Anaya
Title	Biogeografía. Paisajes vegetales y vida animal.
Author	Rubio Recio, J.M. (1988)
Publisher	Síntesis
Title	El Turismo de Naturaleza en España y su Plan de Impulso
Author	U.T.E. Antar-Ecotono (2004)
Publisher	Secretaría General de Turismo.
Title	Anuario Europarc-España. Último anuario
Author	VV.AA.
Publisher	Europarc-España
Title	La actividad turística española. (Publicación anual desde 1994)
Author	VV.AA.
Publisher	AECIT
Title	Atlas Nacional de España.
Author	VV.AA. (1998)
Publisher	Instituto Geográfico Nacional

Recommended Webpages

Webpage 1	http://www.UNWTO.org/
Webpage 2	http://www.iet.tourspain.es/
Webpage 3	http://www.spain.info/
Webpage 4	http://www.turismo2020.es/
Webpage 5	http://www.mma.es/
Webpage 6	http://www.europarc-es.org/
Webpage 7	http://age.ieg.csic.es/recur_didacticos/index.htm
Webpage 8	http://ec.europa.eu/enterprise/tourism/index_en.htm
Webpage 9	http://www.elpais.com/archivo/anuario/2007/indice.html
Webpage 10	http://maps.google.es/
Webpage 11	http://earth.google.es/

VIII.- Lecturers/Teachers/Professors

Lecturer/teacher/professor's name	Eusebio Bonilla Sánchez
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Academic tutorial timetable	
E-mail address	eusebio.bonilla@urjc.es
Department /field	Social Science
Category	Associate Professor
Academic qualifications	Graduate in Geography and History
Teaching experience ¹	Cultural Heritage at URJC (2005-2007). Territorial Tourist Resources in Spain at URJC (2008-2009). World Territorial Tourist Resources at URJC (2008-2009).
Professional experience ²	<i>Cuerpo Facultativo de Conservadores de Museos.</i> Vicedirection of Exhibitions and Public Programs. Museo Nacional de Ciencias Naturales CSIC (2007-2009). Curator of Museo Nacional de Antropología (2007).

¹ Mention seniority in the field and in the subject (include teaching periods).

² Mention the professional activity and the seniority as well.