



**Universitat de les  
Illes Balears**

Facultat de Filosofia  
i Lletres

**TOURISM, TOURISTS AND SOCIETY  
2883**

**DURATION : First term (October-February)**

**CREDITS:** 4 credits (40 lectures or attendance hours and 60 non-attendance hours)

**TIMETABLE:** Thursdays and Fridays from 12am to 1.30pm

**ROOM:** Aula 20 Ramon Llull

**LANGUAGE COURSE:** English

**LECTURER DETAILS**

**Lecturer:** Dr. Joan Amer Fernández

**Building:** Ramon Llull

**Office:** AB06 (Sala compartida 2)

**E-mail:** joanamer@uib.cat

**Office hours:** Thursdays and Fridays 1.30pm-2.30pm (other times also available on request)

**1. GENERAL INTRODUCTION TO THE COURSE AND PREVIOUS KNOWLEDGE RECOMMENDATIONS.**

*Tourism, tourists and society* is a course proposal from the social science area. The course aims at a profound knowledge of both tourists and host societies. A social and cultural analysis is undertaken to complement more usual economic views of tourism. In the course, the following aspects, among others, will be approached: sociology of tourism, positive and negative social impacts of tourism, tourists-residents relationships, tourist image and the relationships between tourism and authenticity. These aspects will be exemplified in the case studies of the Balearics and other Mediterranean resorts, from a historic and comparative angle.

The course adopts an open and interdisciplinary view and it takes on a divulgation standpoint, therefore, no previous knowledge is required.

**2. GENERAL OBJECTIVES**

**2.1 Theoretical objectives**

- Study of tourism and travel phenomena from a sociological perspective.
- Knowledge about social and cultural dynamics in tourism.

- Research about tourist imagery and expectations.
- Analysis of social and cultural consequences of tourism in host societies.
- Approximation to emergent social relationships generated by new tourist mobilities.
- Social analysis of relationships between tourism and new technologies.

## 2.2 Practical objectives

- To understand the debate about tourism in the media.
- To know about new social networks concerning tourism and travel on the internet.
- To know about realities of other Mediterranean tourist resorts.
- To analyse specific experiences of responsible tourism.
- To develop proposals regarding tourism and travel as ways to intercultural understanding.
- To debate about tourism policies and sociocultural consequences of tourism development.

## 3. COURSE CONTENTS

Session	Theoretical part	Work group/ Debate part
1	Introduction	Readings pack explanation
2	Tourism development in the Balearic Islands	Balearic tourist resorts
3	The Balearic society	Advantages of tourism (SWOT analysis)
4	Globalization and mobilities	Mobilities reading, coment and debate
5	Tourism: a sociological approach	Tourism and visual imagery
6	The Tourist Gaze	Comment on “The Tourist Gaze” reading
7	Tourism, Modernity and Post-Modernity: The Post-tourist	Tourism and the internet
8	Tourism, consumer culture and social class	Comment on “On Holiday” reading
9	Tourism and acculturation	Backpackers
10	Field study preparation	Reading about Magaluf
11	Field study visit: Magaluf	Field study visit: Magaluf
12	Social impacts of tourism (1)	Magaluf debate
13	Social impacts of tourism (2)	Reading on Balearic perceptions of tourism
14	Tourists-residents relationships (1)	Tourism policies Role play
15	Tourists-residents relationships (2)	Responsible tourism
16	Tourist motivations	NGO “Tourism Concern” activity

17	Tourism and authenticity	Debate on Authenticity
18	Political impact of tourism	“Maltese responses to tourism” reading
19	Tourism and society in the Balearics	“Global beaches and local politics” reading
20	Final presentations	Final presentations

#### 4. COURSE METHODOLOGY

- Lectures or attendance work (40 hours, of which: 25 large group hours, 12 medium-size group hours and 3 small group hours): Theoretical and practical combination → exposition/theoretical part in English (promotion of oral comprehension abilities), presentations, work groups and debates, all in English (promotion of speaking and oral comprehension skills).
- Non-attendance work (60 hours): Reading and comment of texts in English, essay writing in English, preparation of presentations in English, search and exploitation of data and bibliography sources in English for the essays and presentations.

#### 5. COURSE ASSESSMENT CRITERIA

**30% Class participation and progress.** Active participation and involvement in the lectures is highly valued. It will be assessed both the implication in the development of the lecture and the quality of interventions in the debates and lectures. The progress and effort undertaken along the course will be also considered.

**20% Course text presentation.** At the beginning of the course, different classical texts about tourism studies will be delivered. Each student will have to present one text to the rest of the class. The capacity of summarising, but especially the quality of the critical comments on the text will be assessed.

**40% Final presentation.** A case study based on the contents of the course will be presented. It will be assessed the novelty, original approach, but also the rigour and the attachment to the course contents, specially the application of theoretical framework of the course to the case study.

**10% Comment and exercise of a visit to a resort.** A 1000 words essay will have to be delivered. It will be assessed both the quality of the exposition and the adjustment of the answer to the specific questions.

#### 6. BIBLIOGRAPHY (TEXTS INCLUDED IN THE COURSE READING PACK)

- Aguiló, E. and Rosselló, J. (2005) ‘Host community perceptions: A cluster analysis’ in *Annals of Tourism Research*, 32 (4): 925-941.
- Amer, J. (2008) *Global beaches and local politics*. Unpublished paper.
- Andrews, H. ‘Feeling at home: Embodying Britishness in a Spanish charter tourist resort’ in *Tourist Studies*, Vol. 5, No. 3, 247-266.

- Bramwell, B. (2003) 'Maltese responses to tourism' in *Annals of Tourism Research*, 30 (3): 581-605.
- Löfgren, O. (1999) *On holiday. A history of vacationing*. Berkeley, University of California Press. Section History of Mediterranean Tourism.
- Urry, J. (2002) *The tourist gaze*. London, Sage. Chapter 1.
- Waldren, J. (1996) *Insiders and outsiders: paradise and reality in Mallorca*. Oxford, Berghan Books. Selected chapter.