

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **RECURSOS TERRITORIALES TURÍSTICOS**

Code: 101697

Degree/Master: **GRADO DE TURISMO**

Year: 2

Name of the module to which it belongs: FORMACIÓN BÁSICA EN CIENCIAS ECONÓMICAS, EMPRESARIALES Y TURISMO

Field: GEOGRAFÍA

Character: BASICA

Duration: FIRST TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: <http://www3.uco.es/moodle/>

### LECTURER INFORMATION

Name: GARZÓN GARCÍA, RAFAEL (Coordinator)

Department: CIENCIAS SOCIALES, FILOSOFÍA, GEOGRAFÍA Y TRADUCCIÓN E INTERPRETACIÓN

Area: GEOGRAFÍA HUMANA

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None

#### Recommendations

None specified

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### INTENDED LEARNING OUTCOMES

CB1

CB2

CB3

CB4

CB5

CB6

CB7

CB8

CE1

CE3

CE12

CE13

CE14

CE15

CE20

CE21

### OBJECTIVES

The essential aim of the subject focuses on the comprehensive study of the Territorial Tourism Attractions (TTA) as a fundamental basis for the proper development of tourism activity, in line with the Sustainable Development Goals (SDGs) of the UN, in particular goals 11.4 (related to the preservation of Natural and Cultural Heritage) and 8.9 and 12. From this perspective, the more specific objectives proposed for the subject are:

- The conceptualisation of Territorial Tourism Attractions, their main typologies, and the relationship established with the Territory and Heritage.
- The study of the specific relationship between Tourist Attractions and Tourist Products and their insertion in the framework of Tourist Spaces (Destinations).
- The specific analysis of Destinations as a fundamental reference framework for tourist activity.

### CONTENT

#### 1. Theory contents

##### 1. TOURISM AND TOURISM ATTRACTIONS

- 1.1. Tourism as a system: the attractions' role
- 1.2. Attractions in the framework of the tourist territory
- 1.3. Tourism Attractions: definition and main types

##### 2. THE TERRITORIAL AND HERITAGE BASE OF THE TOURISM ATTRACTIONS

- 2.1. Territory and landscape: territorial factors and attractions
- 2.2. Territorial heritage and attractions

##### 3. TOURISM PRODUCT AND TOURISM EXPERIENCE



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- 3.1. Product: definition and basic components
- 3.2. Types of tourism products
- 3.3. Experiential tourism

### 4. DESTINATION AND SUPPLY

- 4.1. Destination: definition and specific criteria
- 4.2. Tourism supply: basic structure and forms of organisation

### 5. TYPES OF DESTINATIONS: TOURIST MODALITIES AND KEYS TO SUSTAINABILITY

- 5.1. Methodological proposal: types of destinations and tourism
- 5.2. Coastal destinations
- 5.3. Urban destinations
- 5.4. Rural destinations
- 5.5. Natural destinations
- 5.6. Thematic destinations

## 2. Practical contents

- 1) Carrying out work in small groups and several class practices.
- 2) Reading, analysis and commentary of texts (scientific articles, scientific reports and documents, press references).
- 3) Approach to the main sources for the knowledge of Territorial Tourism Attractions.
- 4) Exemplification and proposal of situations in relation to Territorial Tourism Attractions and their concretion in Tourism Products and Supply, based on real cases.
- 5) Carrying out a field trip to illustrate various aspects explained in class.

## SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

No poverty  
Decent work and economic growth  
Industry, innovation and infrastructure  
Sustainable cities and communities  
Responsible consumption and production

## METHODOLOGY

### General clarifications on the methodology (optional)

The methodology followed aims to ensure the correct assimilation by the student not only of the purely theoretical contents of the subject, but also of the main explanatory keys that are currently raised in relation to Territorial Tourism Attractions and their problems at very different scales. In order to achieve this basic objective, the methodology includes the following aspects:

- 1) Theoretical classes in the classroom, with exposition and schematic presentation by the lecturer of the contents of the different topics of the subject, and constant exemplification -by means of graphic and documentary material- of the same.
- 2) Practical sessions: analysis and/or reference to practical cases, both by the lecturer and the students. This will be carried out through classroom practice and thematic work, mainly focused on the study of the territorial attractions of different geographical contexts and their processes of tourism development.
- 3) Tutorials: these are the time for the resolution of doubts, queries, supervision of work, etc., either in person, by e-mail, or through the Moodle Virtual Platform.



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### Methodological adaptations for part-time students and students with disabilities and special educational needs

Part-time students and those who can prove that they are unable to attend class regularly may pass the course provided that, after meeting with the lecturer (sufficiently in advance, i.e. at the beginning of the term) to be informed of the assessment system that will be applied, they submit in due time and form any assignments, reviews, exams or any other assessment instrument that may be determined, using the tutorials that the lecturer deems necessary for this purpose.

The methodological strategies and the evaluation system included in this Teaching Guide will be adapted according to the needs of students with disabilities and special educational needs when required.

### Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	2	-	2
<i>Case study</i>	-	10	10
<i>Debates</i>	2	1	3
<i>Excursions</i>	7	-	7
<i>Lectures</i>	28	-	28
<i>Text analysis</i>	4	2	6
<i>Text commentary</i>	2	2	4
<b>Total hours:</b>	<b>45</b>	<b>15</b>	<b>60</b>

### Off-site activities

Activity	Total
<i>Analysis</i>	10
<i>Group work</i>	15
<i>Information search</i>	10
<i>Reference search</i>	5
<i>Self-study</i>	50
<b>Total hours</b>	<b>90</b>

## WORK MATERIALS FOR STUDENTS

Case studies  
Dossier  
Exercises and activities

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## EVALUATION

Intended learning	Exams	Placement reports	Project
CB1	X	X	X
CB2	X	X	X
CB3	X	X	X
CB4		X	X
CB5		X	X
CB6	X	X	X
CB7	X	X	X
CB8	X	X	X
CE1	X	X	X
CE12	X	X	X
CE13	X	X	X
CE14	X	X	X
CE15	X	X	X
CE20	X	X	X
CE21	X	X	X
CE3	X	X	X
<b>Total (100%)</b>	<b>60%</b>	<b>20%</b>	<b>20%</b>
<b>Minimum grade</b>	<b>5</b>	<b>5</b>	<b>5</b>

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

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### Method of assessment of attendance:

It may be increased by up to +0.5 in the final mark, depending on attendance and active participation in class.

### General clarifications on instruments for evaluation:

- Students must take the different assessment tests. The final mark for the course will be obtained by applying the percentages shown above, the final result of which must be at least equal to or higher than 5.
- The period of validity of the marks will be up to and including the extraordinary exam session in September/October.
- In order to pass the course, a good level of linguistic and communicative competence is essential. Failure to produce oral or written texts correctly may have a negative impact on the final mark.

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

In the case of these students, the same criteria referred to in the previous section shall apply.

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

- In the extraordinary September/October call, the student who has not passed the subject will have to give an account of the whole subject through a written test, keeping the mark obtained (in case of being passed) in the project and practicals only until that call and not keeping it for subsequent calls.
- In the extraordinary end-of-studies exam, the student will be assessed by means of a written exam covering the fundamental theoretical and practical contents of the subject.

### Qualifying criteria for obtaining honors:

Have obtained a mark of at least 9 in all evaluation criteria.

## BIBLIOGRAPHY

### 1. Basic Bibliography

#### GENERAL WORK:

WILLIAMS, S. & LEW, A. (2015). *Tourism Geography. Critical understandings of place, space and experience*. Oxon: Routledge.

#### Papers and other works on TOURISM RESOURCES AND PRODUCTS:

JANSEN-VERBEKE, M. (1986). Inner-city tourism: Resources, Products and Promoters. *Annals of Tourism Research*, 13, 79-100.

KUSEN, E. (2010): A system of tourism attractions. *Tourism: An International Interdisciplinary Journal*, 58(4), 409-424.

McKERCHER, B. (2016). Towards a taxonomy of tourism products. *Tourism Management*, 54, 196-208. <http://dx.doi.org/10.1016/j.tourman.2015.11.008>

SMITH, S. (1994). The Tourism Product. *Annals of Tourism Research*, 21(3), 582-595.

XU, J.B. (2010). Perceptions of tourism products. *Tourism Management* 31, 607-610.

#### Paper and other works on EXPERIENTIAL TOURISM:

MEACCI, L. & LIBERATORE, G. (2018). A senses-based model for experiential tourism. *Tourism & Management Studies*, 14(4), 7-14. <https://doi.org/10.18089/tms.2018>



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SMITH, L. (2005). Experiential Tourism around the World and at Home: Definitions and Standards. *International Journal of Services and Standards*, 2(1), 1-14. <https://doi.org/10.1504/IJSS.2006.008156>

YIANNAKOU, A., APOSTOLOU, A., BIROU-ATHANASIOU, V., PAPAGIANNAKIS, A. & VITOPOULOU, A. (2022). Branding Places through Experiential Tourism: A Survey on the Features of the Experiential Product and Enterprises in Greek Regions. *Tourism and Hospitality*, 3, 435-450. <https://doi.org/10.3390/tourhosp3020028>

### Paper and other works on TOURISM DESTINATIONS AND SUPPLY:

BENUR, A. & BRAMWELL, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50, 213-224. <http://dx.doi.org/10.1016/j.tourman.2015.02.005>

LAGIEWSKI, R. & ZEKAN, B. (2006). *Experiential marketing of tourism destinations*. Accessed from <https://scholarworks.rit.edu/other/633>

WEIDENFELD, A., BUTLER, R.W., WILLIAMS, A.M. (2010). Clustering and Compatibility between Tourism Attractions. *International Journal of Tourism Research*, 12, 1-6. <https://doi.org/10.1002/jtr.732>

## 2. Further reading

## COORDINATION CRITERIA

Joint activities: lectures, seminars, visits ...

Tasks deadlines

Tasks performance

## SCHEDULE

Period	Assessment activities	Case study	Debates	Excursions	Lectures	Text analysis	Text commentary
1# Fortnight	0,0	1,0	0,0	0,0	6,0	0,0	1,0
2# Fortnight	0,0	2,0	1,0	0,0	4,0	1,0	0,0
3# Fortnight	0,0	3,0	0,0	0,0	5,0	0,0	1,0
4# Fortnight	0,0	1,0	1,0	7,0	0,0	2,0	0,0
5# Fortnight	0,0	2,0	0,0	0,0	5,0	1,0	1,0
6# Fortnight	0,0	1,0	1,0	0,0	4,0	2,0	0,0
7# Fortnight	2,0	0,0	0,0	0,0	4,0	0,0	1,0
<b>Total hours:</b>	<b>2,0</b>	<b>10,0</b>	<b>3,0</b>	<b>7,0</b>	<b>28,0</b>	<b>6,0</b>	<b>4,0</b>

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.