

## 61949 - Snow and Mountain Tourism

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 61949 - Snow and Mountain Tourism

**Faculty / School:** 228 - Facultad de Empresa y Gestión Pública

**Degree:** 471 - Master's in Tourism Management and Planning

**ECTS:** 3.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Optional

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favor the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, tutorials, and assessment tasks.

#### 4.2.Learning tasks

This is a 3 ECTS course organized as follows:

?**Lectures** (1 ECTS: 20 hours). The teacher presents theoretical contents illustrated with relevant examples.

?**Practice sessions** (0.5 ECTS: 10 hours). They include a practical work and also discussion and presentation of case studies, practical work outside the classroom (field work or visits), and seminars.

?**Autonomous work** (0.5 ECTS: 10 hours). Students do tasks such as study, readings, preparation of practice sessions and seminars, and summative assignments.

?**Tutorials** (0.5 ECTS: 5 hours). Office hours can be used to solved doubts and for follow-upon students' learning progress.

?**Assessment tasks** (0.5 ECTS: 5 hours). A final written examination.

The program that the student is offered to help you achieve the expected results includes the following activities:

- Classes will use the lecture, although in these classes ensure that students actively participate.
- Individual tutoring: allow a more direct and personal support to students to explain questions about course content and guide them in the preparation of academic work.
- Performing academic work.

### 4.3.Syllabus

Topic I . The global ski market I. Case Study: Spain. holding Aramon

Topic II. The ski world market II. Case Study: Alps. America and Asia

Topic III. Case Study: France. Origins and historical evolution of the ski resorts. Spatial distribution. Quantitative aspects, equipment and services. Management types. Problems generated and current situation

Topic IV. Case Study: Switzerland. Origins and historical evolution. Conversion factors of the mountain on a tourist product: socio-economic, technological and political aspects. current situation and future challenges to climate change.

In the case studies the components of mountain tourism product, its winter and summer use will be discussed, referring to the stages of implementation space and its impacts, supply and demand and the different types of management. As a common factor to all, the impact of climate change, economic and environmental challenges, technological challenges of the future and will emphasize the need for sustainability patterns to achieve a balanced and sustainable tourism development will be studied.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Empresa y Gestión Pública" website (<https://fegp.unizar.es/>).

### 4.4.Course planning and calendar

Schedule sessions and presentation of works

TRAINING AND EVALUATION ACTIVITIES	DISTRIBUTION	CREDITS
CLASSROOM ACTIVITIES		1,5
Lectures	4-hour sessions per week	1,5
NON-CONTACT ACTIVITIES		1,5
Assistance group tutorials		0,4
Presentation of work		0,1
Personal work includes test preparation		1

### 4.5.Bibliography and recommended resources