

## 61949 - Snow and Mountain Tourism

### Syllabus Information

**Academic year:** 2023/24

**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

The main objective of the subject is to introduce the student to the specificities of the tourism product developed in the mountain territory and to deepen in the characteristics of its components. It also aims to analyse the impact that the implementation this type of tourism has had on the territory, as well as on its human, economic and environmental medium. In this way, it aims to raise awareness about the fragility of the area that currently supports tourism activity and the problems of its future development, given its high dependence on the climatic factor, which in turn makes it highly seasonal. The approaches of this subject are oriented towards the achievement of SDGs 4, 8, 9, 12 and 13.

### 2. Learning results

- 1.- To understand the mountain tourist destination as a system.
- 2.- To know the trends and dynamics of the tourist markets in mountain areas and snow tourism products.
- 3.- To diagnose needs and opportunities and identify the potentialities and threats of mountain tourism destinations.
- 4.- To know the systems of quality and environmental and socioeconomic management specific to tourist activities in mountain areas.
- 5.- To study the principles of sustainable tourism management in mountain areas.

### 3. Syllabus

Topic I. The world ski market I. Case study: Spain. Aragon

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

Topic III. Case study: France. Origins and historical evolution of ski resorts. Spatial distribution. Quantitative aspects, equipment and services. Types of management. Problems generated and current situation

Topic IV. Case study: Austria. Historical evolution. Factors in the conversion of the mountain into a tourist product: socioeconomic, technological and political aspects. Current situation and future challenges in the face of climate change. Analysis of Master Plan T.

The case studies will analyse the components of the mountain tourism product, its winter and summer use, dealing with the stages of spatial implementation and their impacts, supply, demand and the different types of management. As a common factor, the impact of climate change, economic and environmental challenges as well as technological challenges of the future will be analysed, with special emphasis on the need to apply sustainability patterns to achieve balanced and sustainable tourism development.

### 4. Academic activities

In the first class, the teacher will explain in detail the assessment criteria and the teaching methodology to be used in the theoretical and practical classes. They will also give a brief introduction to the contents to be covered in the different topics that make up the syllabus of the subject and the guidelines for the practical works.

#### Theoretical classes:

The basic concepts of the subject will be presented and explained. There will be theoretical-conceptual master classes using audiovisual material (presentations, Internet...) power-point and case studies based on technical, audiovisual as well as graphic documentation. Student participation is encouraged to discuss the main content analysed in each se

#### Practical classes:

Students will be provided with content for the analysis and reflection necessary for a good understanding of the subject. Students will therefore undertake critical reading of articles from specialist journals and selected texts to illustrate, extend and deepen the knowledge acquired through presentation, discussion and analysis in the classroom. The results of this work -which may be individual or group work- will be presented and discussed in class.

Tutorials: Tutorials will be individual and aimed at solving doubts related to the theoretical and practical contents of the program as well as the tutoring of assignments.

An addendum will be provided on the first day of class detailing all these aspects as well as the assessment system.

## 5. Assessment system

1.- Continuous assessment: Written tests will be carried out to assess the learning of the theoretical contents of the subject achieved by the student. Its result will represent 50% of the final grade. The following projects will be delivered and presented:

- Individual and group work: It will consist of the delivery of the work done, (according to the requirements that will be explained on the first day of class and in the addendum) whose result will represent 50% of the total of the final grade.

In addition to the content and its proper justification, the following criteria will be assessed: methodology, structure, organisation, presentation, linguistic and grammatical correctness, and order and clarity of exposition.

2.- Global test: students who do not opt for continuous assessment, do not pass the subject through this method or who wish to improve their grade, are entitled to take the global test consisting of a written test to be held on the dates indicated in the calendar approved by each centre. 50% of it will deal with the theoretical contents of the subject and 50% with the practical contents.