

## 61949 - Snow and Mountain Tourism

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	61949 - Snow and Mountain Tourism
<b>Faculty / School</b>	228 - Facultad de Empresa y Gestión Pública
<b>Degree</b>	471 - Master's in Tourism Management and Planning
<b>ECTS</b>	3.0
<b>Year</b>	1
<b>Semester</b>	Half-yearly
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **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 learning process that is designed for this subject is based on the following:

The learning process that is designed for this subject is based on the combination of participatory lectures, cooperative work, reading and exhibition of works, attendance and participation in professional conferences and field trips , as well as discussion and reflection texts and readings.

#### **4.2.Learning tasks**

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

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- 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.

### 4.4.Course planning and calendar

Schedule sessions and presentation of works

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

### 4.5.Bibliography and recommended resources