

Getting to know a destination



SCHOOL

Faculty of Culture, Tourism and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

3rd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

> **Degree course:** Tourism and Leisure

> **Teaching unit:** UE3 Tourism studies

> **Course language:** English

> **Duration (hours):** 12

> **ECTS:** 9

> **Teacher(s):** Thomas Rivallain

> **Assessment:**

Continuous assessment

Final exam

> **Teaching methods:**

Lecture course 6 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

Is it easy to understand a tourist destination? The course will explore the different facets of this complex system, composed of parameters interacting with each other in a constantly changing environment. The course is based on several concrete cases throughout the tourism world, in interaction with the students and according to their own experience. Each will prepare a presentation either on a question relating to one part of the course, the challenges of tourism today or summarizing the main characteristics of an example destination.

Outline :

Lectures (6 hrs):

1- Definitions and examples: What is a tourist destination? Case studies. --- Tourist brand and tourist icon. --- Is it possible to know a destination from A to Z? Angers as an example.

2- Knowing the people involved:

Who is interested in a destination? --- Factors influencing holiday choices. --- How are the needs of French tourists evolving?

3- Obtaining information:

Sources of information, internet resources, and the importance of pictures.

4- Finding your way around:

What is a map? --- From 3D to 2D and digitalization.

5 The world of travel books:

Brief history of travel books in Western countries. --- The example of the French bestseller: Guides du Routard. --- The job of a travel writer. - 6- Travelling « alternatively »: Social? Sustainable? Fairtrade? Ethical? Ecotourism? --- Is tourism beneficial or harmful? --- Overtourism, examples. - - Oral presentations based on student research (4 hrs) - Case study of the historic centre of Angers (guided tour, 2 hrs)

OBJECTIVES

By the end of this course, students will:

- Analyse the main characteristics of a given destination;
- Demonstrate awareness of the challenges of sustainable tourism and novel forms of travel;
- Communicate effectively on current issues in tourism.

PREREQUISITES

Each course is included in a Teaching Unit (called UE). Students must attend all courses of a unit. ECTS are delivered when the entire unit is validated.

SELECTIVE BIBLIOGRAPHY

Textbooks, websites and professional journals/magazines:

- Guide du Routard books, Lonely Planet, and other publishers
 - L'idiote du voyage, Jean-Didier Urbain
 - L'empire des cartes, Christian Jacob, éd. Albin Michel
 - Cartographie pratique pour la géographie et l'aménagement, Jean Steinberg, éd. Sedes
 - La carte mode d'emploi, Roger Brunet, éd. Fayard
 - L'atlas des atlas, Courrier International
 - www.alternatives-economiques.fr
 - https://ec.europa.eu/regional_policy/policy/themes/tourism_en
 - <http://whc.unesco.org/fr/list/>
 - <https://www.martinparr.com>
- Plus experience/case studies as a travel writer