

Course title	<i>European Tourism</i>
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<p>LO1. Students will understand the different disciplinary approaches to European Tourism as fundamental aspects and values of being a European Citizen, necessary to understand Europe as a complex set of plural cultural and societal processes in past and present times.</p> <p>LO3. Students will be able to reflect on the role of Europe in the world, not the least by being equipped to grasp the complex multi- dimensional historical and contemporary relations between Europe and other countries, societies and regions, and/or continents.</p> <p>LO4. Students will be able to grasp the need for general knowledge of Tourism through different conceptual, theoretical, and methodological perspectives to analyze and understand the European Union, and consequently: use various conceptual frames, theoretical approaches, and methodological tools; and, especially, utilize means of comparison to answer to which degree similarities and differences across Europe exist, and how they define Europe at large.</p> <p>LO6. Students will have developed a large set of transversal skills that they need to master in their future domestic and international work environments, with particular concern and sensibility for tourism practices and their social, cultural, and environmental impacts in different daily life contexts.</p> <p>LO7. Students will have acquired analytical skills to conduct research under supervision, as well as present and report, clearly and comprehensively, both orally and in written form knowledge concerning questions of European Studies so that overall, students are able to formulate research questions, understand academic literature, collect and analyze data, critically reflect on research findings and weave this into the scientific-academic presentation of their own research results.</p>
Course objectives	<p>Students will:</p> <ol style="list-style-type: none"> 1. Describe and characterize European Tourism and European Tourists practices, their modalities, interest, and impacts; 2. Reflect and discuss the different perspectives arising studying European Tourism from cultural diversity and from an anthropological approach; 3. Understand and explain European Tourism within a wider international and global perspective of Tourism: as a set of practices, as an interactive cultural expression, and a geographical expression that interconnects territories and people in several manners, with different impacts. 4. Assess the effects of tourism on local people, cultures, and the environment. 5. Discuss the power relationships between hosts and other stakeholders (e.g., tourists, governments, and the media).

Content	<ol style="list-style-type: none"> 1. A History of European Tourism: the development and growth of tourism in Europe. 2. Going Abroad: meanings of being a tourist for the European Citizenship; destinations, aims, expectations, and outputs. 3. Looking for Adventure: Imaginaries of the South in the North. Europeans traveled to colonized spaces to encounter "other" people and places, participating in the imperial project through their travels. In a certain manner, they continue doing so. 4. Sun, Sand, Sea, Sins, and seniors: modalities and practices of tourism consumption. 5. Locals, Tourists, and Anti-Tourists: positive and negative cultural impacts of tourism. 6. Changing Landscapes: Double Homes, Countryside Escapes, and City Breaks. New forms of Tourism in times of Globalization, city-countryside reconnection, and Tourism Resilience in times of COVID.
Work format(s)	<p>Teaching will consist of a combination of formats i.e.: lectures, hands- on workshops, discussion sessions, case reports and presentations.</p> <p>Students are expected to be present, demonstrate active participation during contact hours and prepare presentations and content for the discussion sessions.</p>
Manner of assessment	<p>Oral examination, written examination</p> <p>20% of the examination will be in oral format, 80% in written format.</p>
Literature (required/ recommended)	<ul style="list-style-type: none"> • Bruner, Edward M. 2001. "The Maasai and the Lion King: Authenticity, Nationalism, and Globalization in African Tourism." <i>American Ethnologist</i> 28 (4): 881-908. • Gmelch, George. 2010. "Let's Go Europe: What Student Tourists Do and Learn from Travel," in <i>Tourists and Tourism</i>, (pp. 73-90). • Gordon, Robert J. 2006. "Introduction," In <i>Tarzan was an Eco- Tourist ... and other Tales in the Anthropology of Adventure</i>. (pp. 1- 23). • Hunter, Robert. "Tourism and Empire: The Thomas Cook & Son Enterprise on the Nile, 1868-1914," <i>Middle Eastern Studies</i> 40, 5 (Sep., 2004): 28-54. • Jennings, Eric. <i>Curing the Colonizers: Hydroterapy, Climatology, and French Colonial Spas</i> (Durham: Duke University Press, 2006): Chap. 6. March 28: • Macleod and Carrier. <i>Tourism, Power and Culture: in Tourism, Power and Culture: Insights from Anthropology</i> (pp. 3-19). • Mathers, Kathryn and Laura Hubbard. 2006. "Doing Africa: Travelers, Adventurers, and American Conquest of Africa." (pp. 197- 213). • Morgan, Jennifer L. "Male Travelers, Female Bodies, and the Gendering of Racial Ideology, 1500-1770," in <i>Bodies in Contact: Rethinking Colonial Encounters in World History</i>, ed. Tony Ballantyne and Antoinette Burton (Durham: Duke University Press, 2005). • Stronza, A.: <i>Anthropology of Tourism: Forging New Ground for Ecotourism and Other Alternatives</i> • Zuelow, Eric G.E. <i>A History of Modern Tourism</i> (London: Palgrave, 2016) ISBN: 9780230369658. • Film: Dennis O'Rourke (dir.), "Cannibal Tours," 1988.