

**COURSE DATA****DATA SUBJECT****Code:** 42978**Name:** History of development of tourism models**Cycle:** Master's Degree**ECTS Credits:** 3**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	History of development of tourism models	COMPULSORY

COORDINATION

GONZALEZ AGUDO DAVID

SUMMARY

The subject History of the Development of Tourism Models is a core course, included in the common basic module, taught in the first semester of the Master's in Tourism Management and Planning. The aim of this subject is for students to acquire knowledge about the development of tourism models. Therefore, it seeks to provide a historical perspective on the development of the tourism sector.

The subject is theoretical in nature, with the inclusion of practical components through the completion of assignments.

The main topics covered in the syllabus revolve around the study of the different historical stages through which the tourism sector has passed, from the travelers of the 18th and 19th centuries to the birth and development of mass tourism, with special focus on the situation of tourism in Spain and in the Valencian Community. In particular, the goal is for students to understand the historical causes of tourism development, its influence on the transformation of societies, and its connection with current trends in the tourism sector.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2135 - Master's Degree in Tourism Management and Planning

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Conocer las costumbres y prácticas del sector en su vertiente nacional e internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

DESCRIPTION OF CONTENTS

1. History of Tourism and Tourism Models

1. Does tourism have a history? What is the purpose of studying the history of tourism?
2. What is a tourism model?
3. Long-term determinants of the evolution of tourism demand and supply

2. The Origins of Modern Tourism

1. Historical precedents: pilgrimage, the Grand Tour, and Romanticism
2. Economic transformation, improvements in transportation, and the rise of tourism. Spa towns and thermal cities

3. Tourism in the First Half of the Twentieth Century



1. Barriers to the development of the tourism sector and the emergence of new forms of tourism
2. The beginnings of Spanish tourism: the strategic promotion of tourism

4. The Boom of Mass Tourism

1. Historical factors behind mass tourism
2. Tourism and Mediterranean economies
3. The 'Golden Sixties': tourism and Spanish economic development

5. Tourism in Recent Decades

1. Economic stagnation and the crisis of mass tourism
2. New tourist destinations: tourism and economic development
3. Crisis, restructuring, and diversification of the development strategy in the Spanish tourism sector

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Total hours	15,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	25,00
Independent study and work	35,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	60,00

TEACHING METHODOLOGY

The working methodology is divided into two main components:



1. Group learning with the lecturer

The lecture-based model is employed, as it allows the lecturer to emphasize the most important aspects of each topic, manage the time allocated for exposition, and present a specific approach to the subject matter.

Additionally, a participatory model is used in certain theoretical sessions, particularly in the resolution of questions and problems that reflect the applied dimension of the course.

2. Individual study

The aim is to guide students through activities focused on learning by producing reports on topics suggested in class by the lecturer. The model applied is research-based, meaning the student's work centers on the investigation, identification, analysis, processing, development, and presentation of information.

EVALUATION

Assessment will take place in three different stages:

Firstly, students will be assessed on a course paper consisting of an analysis of the evolution of a tourist destination.

Secondly, at the end of the teaching period, students will be given questions to be completed at home.

Thirdly, during class sessions, activities will be carried out based on the reading and discussion of articles and case studies. These will be evaluated and will contribute 20% to the final grade.

REFERENCES

<ul style="list-style-type: none">• GARRIDO, A. (2007): Historia del turismo en España en el siglo XX. Editorial Síntesis.
<ul style="list-style-type: none">• BATTILANI, P. (2001): Vacanze di pochi, vacanze di tutti: l'evoluzione del turismo europeo. Bologna: Il Mulino.
<ul style="list-style-type: none">• ESTEVE SECALL, R.; FUENTES GARCIA, R. (2000): Economía, historia e instituciones del turismo en España. Madrid: Pirámide.
<ul style="list-style-type: none">• LARRINAGA, C. et al (2000): Turismo y nueva sociedad. Bilbao: Servicio Editorial de la Universidad del País Vasco.
<ul style="list-style-type: none">• PELLEJERO MARTÍNEZ, C. (1999): Historia de la economía del turismo en España, Madrid: Civitas.



- BOYER, M. (1999): Histoire du tourisme de masse. Paris: Presses Universitaires de France.
- TOWNER, J. (1996): An Historical Geography of Recreation and Tourism in the Western World, Chichester, John Wiley and Sons
- FERNÁNDEZ FUSTER, L. (1991): Historia general del turismo de masas. Madrid: Alianza
- BURKART, A.J. y S. MEDLIK (1981): Tourism: past, present and future. London: Heinemann.