

# TOURISM RESOURCES

## *TOURISM RESOURCES: GENERAL CONCEPTS AND CLASSIFICATION*

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# TOURISM RESOURCES

DEFINITION

LEGISLATION

CLASSIFICATION

MAIN  
EXAMPLES

## NEED TO KNOW...

*We want the students to EXPLORE/RESEARCH and DEFEND all the possibilities that The world and particularly Spain offer to create touristic destinations or proposals*

**TIMING: 20 sessions**

## Key Word:

### PRIOR

1. Recurso
2. Turismo
3. Patrimonio natural
4. Patrimonio Cultural
5. Ley

### NEW

1. Phitomo
2. Litomo
3. Antrómpomo
4. Mnémone
5. OMT
6. Ficha de destino
7. Ficha de inventario
8. BIC
9. patrimonio histórico
10. UNESCO
11. Patrimonio Nacional
12. Patrimonio Mundial
13. IPCE
14. Patrimonio inmaterial
15. Ciudad Patrimonio de la Humanidad
16. Reserva de la Biosfera
17. Parque Nacional
18. Parque natural
19. ZEPA

español

## Key words:

### PRIOR

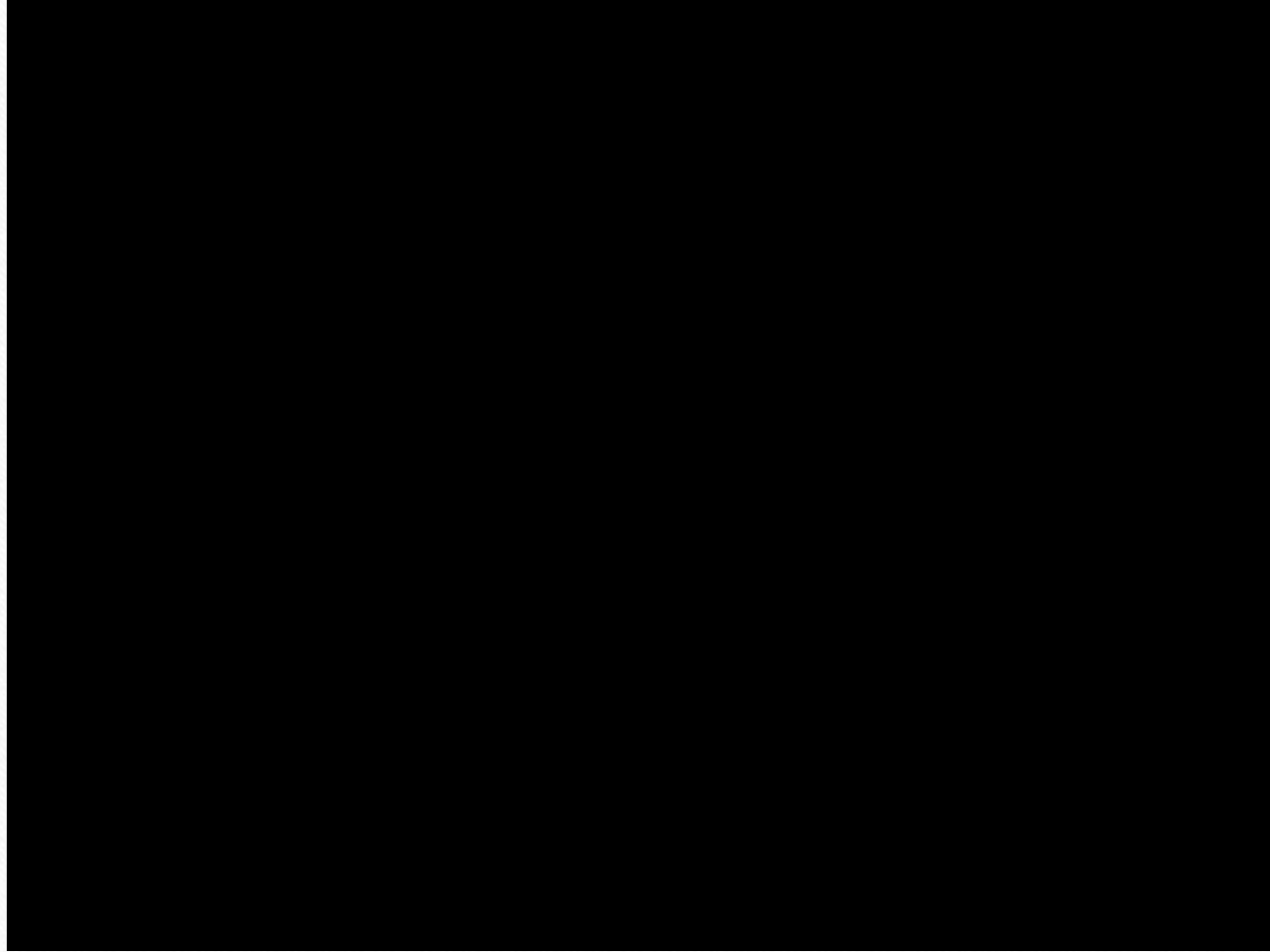
1. Resource
2. Tourism
3. Natural Heritage
4. Cultural Heritage
5. Law

### NEW

1. Phitomo
2. Litomo
3. Antrómpomo
4. Mnemone
5. WTO
6. Destination tab
7. Inventory tab.
8. BIC ( Patrimony of Cultural Interest)
9. Historic Heritage
10. UNESCO
11. National Heritage
12. World Heritage
13. IPCE
14. Intangible Heritage
15. World Heritage Site/ City.
16. Biosphere-Reserve
17. National Park
18. Natural Park
19. ZEPA (Special Protection Birds Area)

English

# *Advance organizer*



- What can you see here?
- Do you like it? Why?
- What impress you the most?

[https://www.youtube.com/watch?v=8dTzy\\_N0Pn4](https://www.youtube.com/watch?v=8dTzy_N0Pn4)

# *Advance organizer*



Fuente. [https://elpais.com/elpais/2016/11/28/ciencia/1480345023\\_381010.html](https://elpais.com/elpais/2016/11/28/ciencia/1480345023_381010.html)



Fuente. <https://es.wikipedia.org/wiki/Teide>

# *differences*

# Advance organizer



Fuente. <https://arteazucarera.wordpress.com/2016/03/08/plaza-y-columnata-de-san-pedro-del-vaticano/>



Fuente. [https://elpais.com/elpais/2017/07/08/album/1499502532\\_916721.html](https://elpais.com/elpais/2017/07/08/album/1499502532_916721.html)

*similarities*

# *Advance organizer*



*What is going on ?*

Fuente. <http://www.laverdad.es/wnos-alcoy-3081017696876-mm.html>

## *DRIVING QUESTION*

*Which ways or criteria can we use to classify the touristic potential of a destination, and it is any law we should consider about it?*



# EXEMPLARS



Tras superar la prueba realizada al efecto

**TURISMO DE ARAGÓN**  
CERTIFICA

que el portador del presente documento  
D/D<sup>a</sup> **Emilio Gil Unjubilado**

es

**EMBAJADOR TURÍSTICO DE ARAGÓN**

MMXIII



**TOURISTIC EMBASSADOR OF SPAIN CONTEST**  
By Comunidades Autónomas.

## CATEGORIES

SEGÚN LA PROPIA NATURALEZA DEL RECURSO					
SEGÚN SU CREACIÓN		SEGÚN SU INTERÉS		SEGÚN LA DISTANCIA DE DESPLAZAMIENTO	
ORIGINAL	"Playa Catedrales"	DE GRAN INTERÉS	Catedral de Santiago	PARA RESIDENTES	Parque atracciones
		INTERÉS LOCAL	Andén 0	PARA EXCURSIONES	Parque Nacional de Guadarrama
COMPLEMENTARIO	"Port Aventura"	TURÍSTICO POTENCIAL		PARA VACACIONES	



MODELO GODFREY Y CLARKE				
NATURALES	CULTURALES	EVENTOS	ACTIVIDADES	RESIDENTES
<b>FLORA</b> Bosques, flores	<b>RELIGIOSOS</b> Templos, centros de peregrinación	<b>FESTIVALES</b> Música, teatro, danza	<b>DEPORTIVAS</b> Esquí, submarinismo, fútbol...Turismo activo...	Amabilidad, integración con los turistas, actitud....
<b>PAISAJE</b> Playas montañas	<b>MONUMENTOS</b> P. humanidad., museos	<b>CAMPEONATOS</b> Deportivos, atletismo, carreras.	<b>DE OCIO</b> Centros comerciales, Parques acuáticos, planetarios...	
<b>FAUNA</b> Aves, mamíferos	<b>NEGOCIOS</b> Tradiciones locales, celebraciones étnicas, fiestas tradicionales.	<b>NEGOCIOS</b> Ferias comerciales, congresos	<b>OTROS</b> Balnearios, palacios de congresos...	
<b>CLIMA</b> Tropical, continental,	<b>OTROS</b> Tradiciones locales, celebraciones étnicas, fiestas tradicionales	<b>OTROS</b> Fiestas nacionales, ferias del libro, jornadas gastronómicas		
<b>AGUA</b> Rios, lagos				

PIERRE DEFERT		
RECURSO HÍDROMO	Elemento de atracción relacionado con el agua en su estado natural o modificado por el hombre	Aguas marítimas y terrestres, playas y costas, balnearios, estaciones de esquí, elementos
RECURSO FÍTOMO	Elemento terrestre o natural con atractivo modificado o no por el hombre (a excepción de aquel relacionado con el agua)	Relieve, clima, vegetación, fauna
RECURSO LÍTOMO	Elemento construido por el hombre que tenga interés por su naturaleza o por el uso al que esté destinado.	Recursos arqueológicos, monumentos históricos, museos, centros urbanos, manifestaciones arquitectónicas de civilizaciones anteriores.
RECURSO ANTRÓPOMO	El hombre en sí como elemento fundamental	Estructura socioeconómica, étnica, artesanía, folclores, gastronomía...
RECURSO MNEMONE	Elemento intangible relacionado con la memoria del pasado y que puede motivar desplazamiento.	Visitas a lugares históricos, centros de peregrinación...

# EXEMPLARS

## WAYS TO PRESENT CONTENTS OR CATEGORIES

<https://tecnlab.wordpress.com/2013/11/06/5-formas-de-presentar-contenidos/>

<http://www.bloguismo.com/7-formas-de-presentar-tu-marketing-de-contenidos/>

<https://blog.rankreveal.com/interesting-ways-to-present-boring-information/>

<http://www.antevenio.com/blog/2016/09/12-herramientas-para-crear-contenidos-digitales/>

## RULES OF CONTEST CONTRAT

<http://concurso.lospueblosmasbonitosdeespana.org/>

<http://www.elpueblomasbello.es/Bases>

<http://mipuebloeselmjor.heraldo.es/bases.pdf>

## SCHEDULE OF A BEAUTY CONTEST

<http://www.itlp.edu.mx/sritatec/info/PROGRAMA%20PARA%20PARTICIPANTES%20EN%20EL%20CERTAMEN%20DE%20CULTURA%20Y%20BELLEZA%20DE%20LOS%20IT%2002-11-11.pdf>

**SIMPLY STYLIST**  
SHOP.CONNCT.LEARN  
dana hotel and spa

#SSCHI  
@SIMPLYSTYLIXO

### SCHEDULE

10:00 - 11:30  
*Argent Restaurant*

12:00 - 2:00PM  
*Vertigo Sky Lounge - Roof Top*

2:00 - 2:30PM

2:00 - 5:00PM  
*5th Floor Meeting Room*

3:30 - 3:45PM

3:45 - 4:00PM

4:00 - 4:15PM

4:30 - 5:00PM

5:00PM

● HAUTELOOK X SIMPLY STYLIST NETWORKING BRUNCH  
Speakers: Founder of Simply Stylist, Sarah Boyd  
HauteLook - Ashley Torres  
Marcellas Reynolds - "Best Dressed for Success"

● FASHION & BEAUTY PANEL  
Host: Cati Sadler of E! News  
Celebrity Makeup Artist: Tia Dantzier  
Beauty Expert: Stacey Roney  
Blogger: Jacey Duprie of Damsel In Dior  
Style Expert: Corri McFadden  
Celebrity Stylist: Trish Townsend

● MEET & GREET WITH PANELISTS

● DESIGNER SHOPPING EVENT  
Personal Shopping with Celebrity Stylist Jacqueline Rezak

● BREAKOUT SESSION  
Kelly Ryan O'Brien from Chicago Blogger Network  
Tips on Self Marketing "Smarketing"

● BREAKOUT SESSION  
Jessica Zweig: Cheeky Chicago  
Social Media: "Building a Community"

● BREAKOUT SESSION  
Lauren Elizabeth YouTube: "Finding Your Voice"

● BREAKOUT SESSION  
Jacey Duprie of Damsel In Dior: "Blogging 101"

EVENT ENDS

● VIP FASHIONISTA ● FASHION & BEAUTY LOVER ● SHOPAHOLIC

**I AM THAT GIRL**

# HOTS

## PHASE I: Agreement with the rules of the contest

ANALYZE	Each group works with the material about the points they can decide using the exemplars and content
EVALUATE	Discussion in groups about the content
CREATE	Decide the rules of their part

## PHASE II: Each student create and defend his candidature

ANALYZE	Each student, investigate the resources that its "Comunidad Autonoma has"
EVALUATE	Make the inventory tab of the resources selected
CREATE	Make the material of each category to participate in the contest

# TRACKING THE PROYECT



## PHASE I

Scene:	Scene:	Scene:
Scene:	Scene:	Scene:



Task	Tools
1. Analyze the event	<ul style="list-style-type: none"> <li>Check event plan (date, target audience, sponsors, location, budget, etc.)</li> <li>Check event objectives</li> </ul>
2. Define the event	<ul style="list-style-type: none"> <li>Define event purpose and objectives</li> <li>Define event name and theme</li> <li>Define event date, time, and location</li> <li>Define event budget</li> <li>Define event marketing strategy</li> <li>Define event communication strategy</li> <li>Define event evaluation strategy</li> </ul>
3. Develop the event	<ul style="list-style-type: none"> <li>Develop event content and materials</li> <li>Develop event logistics (venue, catering, etc.)</li> <li>Develop event marketing materials</li> <li>Develop event communication materials</li> <li>Develop event evaluation materials</li> </ul>
4. Execute the event	<ul style="list-style-type: none"> <li>Execute event plan</li> <li>Monitor event progress</li> <li>Manage event budget</li> <li>Manage event communication</li> <li>Manage event evaluation</li> </ul>
5. Evaluate the event	<ul style="list-style-type: none"> <li>Evaluate event performance</li> <li>Evaluate event budget</li> <li>Evaluate event communication</li> <li>Evaluate event evaluation</li> </ul>

# PHASE II



NOMBRE DEL RECURSO	Nº FICHA		
SITUACIÓN	ACCESOS		
TIPO DE RECURSO	PROPIEDAD		
	GESTIÓN		
NORMATIVA APLICABLE			
ESTADO DE CONSERVACIÓN			
DESCRIPCIÓN			
VISITABLE	SI	NO	HORARIO PRECIO
SERV. COMPLEMENTARIOS			
ACTIVIDADES INCOMPATIBLES			
INTERVENCIONES NECESARIAS			
VALORACIÓN			
FUENTES DOCUMENTALES			
IMÁGENES			

SESSION NUMBER	DEVELOPMENT
1	ADVANCE ORGANICER 15 MINS. CONTENT SCHEMA . BASIC DEFFINITIONS. <b>PROBLEM BASED LEARNING</b> Most of the International Tourist Still seeing the whole Spain as Sun, Siesta, Toros & Flamenco CHOOSE A COMUNIDAD AUTÓNOMA ( RAFFLE) <b>INQUIRY DEFINITIONS:</b> Could you explain what a Tourism Resource is, and give some examples?
2	CONTENT: CLASSIFICATION WAYS FOR TOURISM RESOURCES AND LEGISLATION ( PPT & WEB PAGES) <b>INQUIRY LEGISLATION:</b> Is any Law and organization that control what we call Tourism Resources? <b>INQUIRY CLASSIFCATION:</b> How we can classify the Tourism Resources?
3	CONTENT :WORLD HERITAGE AND NATIONAL PARKS. “ MAP GAME” (PPT & <a href="http://whc.unesco.org/es/list/?iso=es&amp;search=&amp;">http://whc.unesco.org/es/list/?iso=es&amp;search=&amp;</a> ; <a href="https://ich.unesco.org/es/estado/espana-ES?info=elementos-en-las-listas">https://ich.unesco.org/es/estado/espana-ES?info=elementos-en-las-listas</a>
4	PRESENTATION OF THE PROJECT: <b>START PHASE I</b> MAKE WORKING TEAMS TO CREATE “ THE RULES OF THE CONTEST” FOLOWING THE GUIDE LINE.
5,6,7	FOUR GROUPS WORKING TO DEVELOP THE AGREEMENT WITH THE RULES OF THE CONTEST <b>TASK-BASED LEARNING: create de Agreement</b> JURY GROUP : Work with the Tourism organizations, decide witch ones will be members of the Jury and why. CATEGORIES: Between the classifications they will decide the one to use for the categories of the contest and why. CATEGORIES WAYS OF PRESENTATIONS ( WAYS TO PRESENT THE CONTENT) with a maximum of 3` time and a 1` time by category. SCHEDULE OF THE CONTEST.)
8	PRESENTATION OF THE RULES( EACH GROUP WILL PRESENT TO THE REST THEIR DESISSIONS AND REASONS) IN 10` WITH A PPT, AND SENDING TO ME A WORD DOCUMENT WITH THE RULES AND DESSISIOS IN THEIR PART, revised after de peer feedback. <b>PEER FEEDBACK ( WITH SUCCES CRITERIA)</b> each group after listen the others groups presentation, they will talk between them for 5 minutes and will offer a feedback, following the criteria previously fixed by the teacher, to develop their part of the agreement.
9,10,11	<b>START PHASE II</b> PREPARE CANDIDATURE CATEGORIE 1,2 ( select the resources, do the inventory tab and develop the specific material for that category)
12,13,14 ,	PREPARE CANDIDATURE CATEGORIE 3,4,5 ( select the resources, do the inventory tab and develop the specific material for that category) <b>INQUIRY MAIN EXEMPLES:</b> Taking Pierre Defert cagegories as a reference, could you say five examples of each one?
15, 16	CONTEST PREPARATIONS: Check that each candidate have all the materials for the contest ready. Get the conference room ready for the contest.
17-20	CONTEST CELEBRATION ( 4 hours follows in a day) <b>PUBLIC PRESENTATION.</b> Other groups of tourism Studies will join to watch the contest, and the jury will be other teachers pretending being members of the Organizations chosen.

# TASK-BASED LEARNING

- ✓ **PRESENTATION:** Groups creation. ppt presentation of the check list / guide line to use with each area of the Agreement:
  - JURY GROUP : Work with the Tourism organizations, decide which ones will be members of the Jury and why.
  - CATEGORIES: Between the classifications they will decide the one to use for the categories of the contest and why.
  - CATEGORIES WAYS OF PRESENTATIONS ( WAYS TO PRESENT THE CONTENT)
  - SCHEDULE OF THE CONTEST.
  
- ✓ **PRACTICE:** individual work to make a draft , share with the rest of their group and look for a unified decisions.
  
- ✓ **PRODUCTION:** Presentation (PPT 10-15 MINUTES TIME) to all the class members with final decisions and Word document with the rules of their part of the agreement.

# TASK-BASED LEARNING

- ✓ **PRESENT CONTENT:** definition of Tourism Resources, advance organizer... to make the students understand that Tourism resources is a wide concepts where many concepts are in.
- ✓ **POSE PROBLEM:** I will tell to the students: “**Most of the International Tourist Still seeing the whole Spain just as Sun, Siesta, Fiesta, Toros & Flamenco**”
- ✓ **SOLUTIONS:** I expect the students to propose ideas that helps to change international tourists mind about Spain.

# CHECK LIST

## CHECK LIST PHASE I

(THE AGREEMENT WITH THE RULES FOR THE CONTEST)

### PRESENTATION:

- 2 speaker for each group.
- Engage listener
- Introduce self and topic
- Begin presentation ( intro, body with transitions, conclusion)
- Eye contact
- Proper dress
- Ask for any doubts and thanks the attention
- Take notes of the feed back from the other groups

### PPT:

- 10 minute presentation
- ppt with at least 10 slides
- Key words in slides.

### CONTENT

In each group is different:

**JURY GROUP :** Work with the Tourism organizations, decide witch ones will be members of the Jury and why.

**CATEGORIES:** Between the classifications of tourism resources they will decide the one to use for the categories of the contest and why.

**CATEGORIES WAYS OF PRESENTATION( WAYS TO PRESENT THE CONTENT)** with a maximum of 3` time and a 1 `minimum time by category. Explaining the reason of the election and the details of time, content, and format that each material must have)

**SCHEDULE OF THE CONTEST.** (specifying : timetible, title of the contest, placement , ettiquete and all details of the event.)

## CHECK LIST PHASE II

( THE CONTEST : THE TURISTIC AMBASSADOR OF SPAIN)

Will take place in a conference room with the jury table in front of the stage. It will be two hosts for the contest from another class. At the end the jury will choose the winners of each category and the final winner

**5 PRESENTATIONS FOR EACH STUDENT  
IN EACH MOMENT THEY WILL HAVE TO DO A SHORT  
INTRODUCTION:**

- Engage listener
- Introduce Comunidad Autonoma
- Begin presentation ( intro,)
- Eye contact
- Proper dress
- thanks the attention

**PROJECT AND CONTENT DEVELOPPED IN THE AGREEMENT RULES  
OF THE TOURISM AMBASADOR OF SPAIN CONTEST.**

CATEGORY 1 Ex. Video

CATEGORY 2 Digital Brochure

CATEGORY 3 interactive game

CATEGORY 4 gag/ monologue

CATEGORY 5 Land Web page.



# ASSESTMENT PHASE I

THE TEAMWORK WILL HAVE A  
INDIVIDUAL ASSESMENT

Teamwork Rubric

CATEGORY	4	3	2	1
<b>Contributions</b>	Routinely provides useful ideas when participating in the group and in classroom discussion. A leader who contributes a lot of effort.	Usually provides useful ideas when participating in the group and in classroom discussion. A strong group member who tries hard!	Sometimes provides useful ideas when participating in the group and in classroom discussion. A satisfactory group member who does what is required.	Rarely provides useful ideas when participating in the group and in classroom discussion. May refuse to participate.
<b>Problem-solving</b>	Actively looks for and suggests solutions to problems.	Refines solutions suggested by others.	Does not suggest or refine solutions, but is willing to try out solutions suggested by others.	Does not try to solve problems or help others solve problems. Lets others do the work.
<b>Attitude</b>	Is never publicly critical of the project or the work of others. Always has a positive attitude about the task(s).	Is rarely publicly critical of the project or the work of others. Often has a positive attitude about the task(s).	Is occasionally publicly critical of the project or the work of other members of the group. Usually has a positive attitude about the task(s).	Is often publicly critical of the project or the work of other members of the group. Is often negative about the task(s).
<b>Focus on the task</b>	Consistently stays focused on the task and what needs to be done. Very self-directed.	Focuses on the task and what needs to be done most of the time. Other group members can count on this person.	Focuses on the task and what needs to be done some of the time. Other group members must sometimes nag, prod, and remind to keep this person on-task.	Rarely focuses on the task and what needs to be done. Lets others do the work.
<b>Working with Others</b>	Almost always listens to, shares with, and supports the efforts of others. Tries to keep people working well together.	Usually listens to, shares, with, and supports the efforts of others. Does not cause "waves" in the group.	Often listens to, shares with, and supports the efforts of others, but sometimes is not a good team member.	Rarely listens to, shares with, and supports the efforts of others. Often is not a good team player.

# ASSESTMENT PHASE I

THE PRESENTATION OF EACH GROUP WITH THEIR PROPOSAL FOR “THE AGREEMENT WITH THE RULES OF THE CONTEST”

POWERPOINT PROJECT EVALUATION RUBRIC		
CONTENT	SCORE	COMMENTS
The presentation meets the information requirements of the assignment.		
Information is presented in logical sequence/structure.		
Information on slides reflects understanding and effective summarization. Information has not simply been copied and pasted from another source.		
There is not too much text on a slide. Each slide contains a limited number of talking points as opposed to complete paragraphs or lengthy sentences.		
Presentation is free of spelling and grammatical errors.		
DESIGN		
Slides display elements of effective design. Fonts, colors, backgrounds, etc. are effective, consistent and appropriate to the topic and audience.		
Animations and/or sounds have been used to emphasize important points. They do not distract from the content.		
Text is clear and easy for the audience to see.		
PRESENTATION		
Presenter was familiar with the material and did not read from slides or rely on notes. It is evident that the presentation was rehearsed.		
Presenter spoke clearly and slowly enough to be heard by the audience.		
Presenter showed enthusiasm for the subject matter and encouraged audience interest.		
Presenter made eye contact with audience.		

#### Scoring:

- 1 Poor, many requirements not met
- 2 Fair, some requirements met
- 3 Good, meets most or all expectations
- 4 Outstanding, exceeds expectations

# ASSESTMENT PHASE II

JURY ASSESTMENT WILL USE RUBRICS TO CHOOSE THE WINNER OF THE CONTEST “TOURISTIC AMBASSADOR OF SPAIN”

JURY RUBRICS FOR EACH CATEGORY.  
 EXEMPLE ORAL PRESENTATION.  
 Scoring Rubric for Oral Presentations: Example #1

Category	Scoring Criteria	Total Points	Score
Organization (15 points)	The type of presentation is appropriate for the topic and audience.	5	
	Information is presented in a logical sequence.	5	
	Presentation appropriately cites requisite number of references.	5	
Content (45 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Technical terms are well-defined in language appropriate for the target audience.	5	
	Presentation contains accurate information.	10	
	Material included is relevant to the overall message/purpose.	10	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	10	
	There is an obvious conclusion summarizing the presentation.	5	
Presentation (40 points)	Speaker maintains good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.).	5	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Visual aids are well prepared, informative, effective, and not distracting.	5	
	Length of presentation is within the assigned time limits.	5	
	Information was well communicated.	10	
Score	Total Points	100	