

ALBA GUIOMAR GONZÁLEZ DE LA ALEJA
SEPTIEMBRE 2017



TOURISM MARKET STRUCTURE

Unit: Tourism context

**CURSO IN-45: FORMACIÓN METODOLÓGICA AICLE PARA
PROFESORES DE FORMACIÓN PROFESIONAL**

TOURISM MARKET STRUCTURE

▶ UNIT 1: Tourism context

Basic concepts in tourism	Tourism evolution and effects
Tourism market	Use of new technologies in tourism area

▶ A need to know:

▶ Main concepts: **Supply and demand**



TOURISM MARKET STRUCTURE

▶ KEYWORDS OF THE UNIT. KNOWLEDGE CALP

- ▶ Traveller (viajero)
 - ▶ Visitor (visitante)
 - ▶ Tourist (turista)
 - ▶ Emitting (emisor)
 - ▶ Ricipient (receptor)
 - ▶ Tourist destination (destino turístico)
 - ▶ PIB (Producto Interior Bruto)
 - ▶ Supply (oferta)
 - ▶ Demand (demanda)
 - ▶ Tourist resources (recurso turístico)
 - ▶ **World Tourist Organization (OMT)**
 - ▶ **Schengen**
 - ▶ **MICE (Meetings Incentives Conferencing Exhibitions)**
 - ▶ **Seasonality (estacionalidad)**
 - ▶ **TIC (Tecnologías de la Información y la Comunicación)**
-
- PRIOR KNOWLEDGE
- NEW



TOURISM MARKET STRUCTURE

▶ ADVANCE ORGANIZER



TOURISM MARKET STRUCTURE

▶ ADVANCE ORGANIZER



**Olympic
games. 776aC**



**Santiago's path.
Edad Media**



Grand Tour. 1600



**Turístic boom. A
partir de 1950**



Schengen. 1995



11S. 2001



TOURISM MARKET STRUCTURE

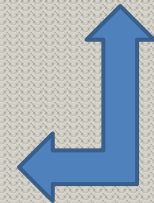
▶ DRIVING QUESTION

- ▶ Can the new technologies be helpful in tourism?



TOURISM MARKET STRUCTURE

▶ INTRODUCTION TO THE PROJECT. EXEMPLARS



<https://www.youtube.com/watch?v=rTVhkbhpxxY>



TOURISM MARKET STRUCTURE

▶ INTRODUCTION TO THE PROJECT. CREATING QR CODES FOR NATIONAL PARKS

▶ HOTS. Higher Order Thinking Skills



ANALYZE

Show the students some QR codes just to get used to them, the information they have, how to create them...

EVALUATE

Talk about National Parks in Spain. By groups, choose a National Park and decide how they could connect them with QR codes . Get an agreement about the information they must include in their QR codes

CREATE

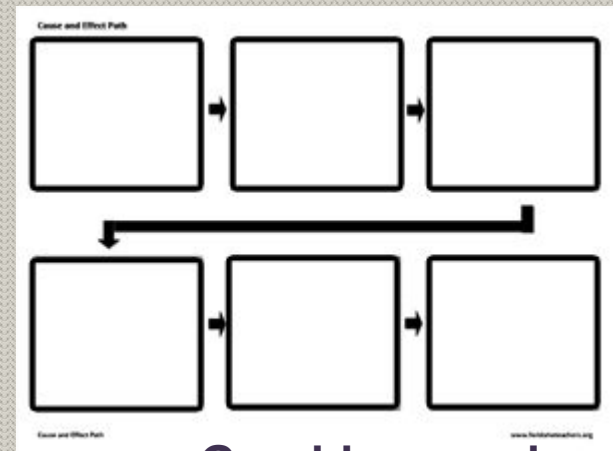
Deal with some templates: size, colour and usefulness (be sure the QR codes are readable)

TOURISM MARKET STRUCTURE

▶ TRACKING THE PROJECT



Check the QR codes before proceeding



Graphic organizer

TOURISM MARKET STRUCTURE

▶ TASK-BASED LEARNING

- ▶ **PRESENTATION:** According to the project, we need to create QR Codes with a program, Do you know how to use it?
- ▶ **PRACTICE:** Individually, try different programs and create your own QR codes related with the information you need (location, emblematic image...). Be sure they are legible
- ▶ **PRODUCTION:** By groups, share and compare the different codes and get an agreement in what program use depending on the information you want to show. Once the program is chosen, start the project creating the QR codes according to the guidelines given by the teacher.



TOURISM MARKET STRUCTURE

▶ PROBLEM-BASED LEARNING

- ▶ PRESENT THE CONTENT: Welcome Mr. Marshall... Are all the tourist well received in destinations? Why?
- ▶ PROBLEM: I will introduce the students the term “Tourism-phobia”. What does it mean for them?
- ▶ POSSIBLE SOLUTIONS: I expect the students to look for Social measurements, Council agreements, future expectations...



TOURISM MARKET STRUCTURE

▶ SESSIONS

Sessions	CONTENT
1	Advance Organizer 15 mins. Basic concepts . Exercises <i>According to the OMT, what are the “trip reasons” to be considered as tourism?</i>
2	Tourism evolution in the world. Exercise about touristic figures (for real and forecast) TICs in tourism <i>Are the new technologies a good way to promote and increase sales?</i>
3	<u>Project: CREATING QR CODES FOR NATIONAL PARKS</u>
4	Tourism evolution in Spain. Schengen exercise <i>What event is related to the word “tourism”?</i> TASK BASED LEARNING <i>Peer Feedback. Check the material they have just created</i>
5	Tourism effects (economics, socials, cultural, environmental and politics) <i>How is affected the PIB depending on tourism?</i> PROBLEM BASED LEARNING
6	Tourism market . Supply and demand <i>When visiting a place, what do you look for?</i>
7	Current trends in tourism
8	Create a Spanish map marking the National Parks and sticking the QR codes. Perform the presentations

TOURISM MARKET STRUCTURE

▶ CHECKLIST. CREATING QR CODES FOR NATIONAL PARKS

▶ PRESENTATION

- ▶ Engage listener. Posture and eye contact
- ▶ Avoid misunderstanding and spelling mistakes

▶ PROJECT

- ▶ Create a mural (Spain map)
- ▶ Suitable information in the QR codes
- ▶ Neatness

▶ CONTENT

- ▶ URL (Official webpage)
- ▶ Geographical location
- ▶ Basic information (collected by students)
- ▶ Emblematic image
- ▶ Complete knowledge about the content



TOURISM MARKET STRUCTURE

▶ ASSESSMENT

CATEGORY	4	3	2	1
Content 50%	Show complete understanding about the topic. All QR codes and information are complete	Show good understanding about the topic . Almost all QR codes and information are complete	Show understanding about some parts of the topic. Some QR codes or information are wrong	It seems she/he does not understand the topic at all. Mistakes in information or QR codes not legibles
Oral skills 30%	Use the right tone of the voice and speak clearly with the right pronunciation during the whole presentation	Tone fits right with the feelings and speak clearly with good pronunciation most of the time	Tone of the voice does not fit with feelings. Pronunciation not so good	Wrong tone and bad pronunciation. It is almost imposible to hear or undersand
Posture and eye contact 20%	Right posture. It shows relax and confident. Eye contact with the listeners	Posture and eye contact	Sometimes bad posture or does not meet eye contact criteria	Wrong posture or not eye contact at all

