



## **[SPANISH MEDITERRANEAN TOURISM: ON-SITE STUDY FOR THREE SUSTAINABLE MODELS]**

**Dates: January 9 – February 3, 2023**

**Teaching hours: 80**

**Area of knowledge: Tourism**

**Academic coordinator: José Luis Ruiz Real**

## INTRODUCTION

Tourism is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. Tourism is also one of the fundamental axes of economic activity of Spain and Almeria, therefore the University of Almeria enjoys a very good positioning for leading research and training initiatives related to the tourism sector. Tourism is a sector that offers great possibilities for development, which gives it the category of a strategic sector. The challenge is to carry out an optimal planning of the territory, which allows the development of the product, and to identify the most effective methods to strengthen the brand of the territory and the creation of companies focused on tourism and, therefore, the employment creation.

This course seeks the development of destinations through the creation and enhancement of tourism branding in the territory, different marketing strategies and entrepreneurship in the field of tourism. For this aim, the course has four main themes:

- **Sustainable Tourism**

Sustainable tourism is characterized by respect for the community's natural, cultural, and social environment, facilitating that the benefits of the tourist activity are distributed equitably. Thus, sustainable tourism is configured as an instrument of economic growth for communities, while serving to protect the environment and reinforce local identity and culture.

- **Nature and Gastronomy**

Nature tourism is directly related to development and sustainable tourism, and practically refers to natural habitats and their biodiversity, where natural parks, protected reserves, ecotourism, rural areas and agrotourism acquire great relevance. Gastronomy tourism has also a strong potential to improve destination management, promote cultures and contribute to other sectors such as agriculture and food manufacturing.

- **Museums and Archeology**

The relationships of archeology with the tourism industry are essential as it contributes to achieving its objectives through the generation of income that supports preservation, investigation, conservation and dissemination of archaeological heritage, through tourism initiatives. In addition, archeology can be a tourist alternative to the traditional summer sun and beach tourism.

- **Cinema Industry and Tourism**

Cinema, television and its auxiliary industry it is closely related to tourism development. Social media has transformed productions into authentic mass phenomena. Almeria is well known all over the world for having been a stage for TV films and blockbusters, from westerns

starring Clint Eastwood, to the recent appearance in TV series such as “Game of Thrones” or “La casa de papel”. Almería “Land of Cinema” receives every year hundreds of professionals of the audiovisual sector that find in the special landscape of locations the perfect picture for their works.

### MAIN GOALS

1. To know the importance of tourism and the main trends related to sustainability, nature and gastronomy, archeology, museums and cinema.
2. To raise awareness of the importance of brand management for sustainable tourism destinations and companies.
3. To be able to use the different techniques and instruments to create and enhance the differentiation of tourist destinations and companies.
4. To develop different business models in tourism, promoting entrepreneurship in tourism from innovation.
5. To know the formulas of public-private collaboration in the management and development of tourism

### CONTENT

Course Modules	Description
<b>MODULE A:</b> Sustainable Tourism (20h)	<ul style="list-style-type: none"> <li>• Introduction to Tourism Course and Trends (2,5h)</li> <li>• Tourism branding and innovativion in sustainable destinations (2,5h)</li> <li>• Sustainable business models in tourism. Canvas (5h)</li> </ul> <i>Professional visit. Punta Entinas-Sabinar Natural Area. Videomarketing Workshop (5h)</i> <i>Professional visit. Cabo de Gata-Nijar Natural Park (5h)</i>
<b>MODULE B:</b> Nature and Gastronomy (20h)	<ul style="list-style-type: none"> <li>• Tourist planning in Protected Natural Spaces (5h)</li> <li>• Public-private experiences of sustainable tourism projects (2,5h)</li> <li>• Storytelling based on Gastronomy in Tourism (2,5h)</li> </ul> <i>Professional visit. “Crisol” (Greenhouse farming) (5h)</i> <i>Professional visit. Eco-Winery “Cortijo El Cura”; Craft Beer Factory “Nevada”; and Association for Rural Development (ADR) Alpujarra - Sierra Nevada (5h)</i>
<b>MODULE C:</b>	<ul style="list-style-type: none"> <li>• From the Cave to the Guggenheim (2,5h)</li> <li>• Museums and tourism development (2,5h)</li> <li>• Archeotourism or archaeological tourism (2,5h)</li> </ul>

<p>Museums and Archeology (20h)</p>	<ul style="list-style-type: none"> <li>• The archaeological heritage as a tourist attraction (2,5h)</li> </ul> <p><i>Professional visit. Archaeological Museum of Almeria (5h)</i> <i>Professional visit. Spanish Guitar Museum; Underground Shelters of Almeria (5h)</i></p>
<p><b>MODULE D:</b> Cinema Industry and Tourism (20h)</p>	<ul style="list-style-type: none"> <li>• Movies and TV scenarios as a tourist resource (2,5h)</li> <li>• Entrepreneurship related to Cinema and Tourism (2,5h)</li> <li>• Film industry as a tourism product (2,5h)</li> <li>• Impact of film festivals. Almeria and Western Films (2,5h)</li> </ul> <p><i>Professional visit. Alcazaba de Almería. The hidden fortress (5h)</i> <i>Professional visit. Tabernas Desert Natural Area (5h)</i></p>

#### COURSE METHODOLOGY

In-lab sessions <input type="checkbox"/>	Company visits <input checked="" type="checkbox"/>
Academic visits <input checked="" type="checkbox"/>	Talks <input checked="" type="checkbox"/>
Lectures <input checked="" type="checkbox"/>	Others <input checked="" type="checkbox"/>
Videomarketing workshop	

#### REQUIREMENTS

Just that they are eager to learn while enjoying themselves!

We will address different fields of tourism, but it is not necessary to have previous knowledge.

#### ACADEMIC VISITS & NETWORKING

This course provides several professional visits to scenery and companies in the sector located in the province of Almeria. We will also carry out training workshops and professionals from the sector will be invited, who will share their experiences with students through informative talks. Scheduled academic and professional visits will give real opportunities to build contact networks.

##### **“Parque Natural Cabo de Gata” - Cabo de Gata-Níjar Natural Park**

A visit to the jewel in the crown of the province of Almería, the Cabo de Gata-Níjar Natural Park. La Amoladeras Visitors Center is specialized in geology. There they will tell us about the management of “Geoparks”. Subsequently, a workshop on ornithology will be held, with the aim of learning about this type of innovative tourism, which shows the “other Cabo de Gata” in a professional and educational way.

**Punta Entinas-Sabinar Natural Area. Videomarketing Workshop**

This place is home to one of the best-preserved dune systems on the Iberian Peninsula, as well as offering miles of fine sand on their beautiful beaches. A workshop on the use of the Smartphone will be carried out in this place, with an absolutely practical character, to create audiovisual content of the territory. Students will have the opportunity, in the same session, to take photographs and videos and to assemble a final product for the promotion of the destination through the use of free applications.

**Eco-Winery “Cortijo El Cura”; Craft Beer Factory “Nevada”; and Association for Rural Development (ADR) Alpujarra Sierra Nevada**

A visit to “Cortijo el Cura” ecological winery and farm, in Laujar de Andarax. This winery produced the first organic wines from the province of Almeria and is characterized by producing high-quality and strictly organic products, respecting the environment and betting on sustainable development. It is a member of the Alpujarra Agroecological Association. “Cervecería Nevada” is a craft beer factory producing Lager, Ales and Spirits, using natural ingredients at its facilities in Fondón, at an altitude of 848 meters. The objective of the visit is to educate students about the importance of preserving ecological models and supporting sustainable models of local development, through close cooperation between agriculture and tourism, and a determined commitment to maintaining traditional life in area. In addition, the public-private collaboration can be seen getting to know the Association for the Economic Promotion and Rural Development of the Alpujarra-Sierra Nevada de Almería (ADR Alpujarra-Sierra Nevada Almería).

**“Clisol Agro” (Greenhouse farming)**

Guided tour to the inside exciting greenhouse world. Clisol Agro offers you a full inside tour the wonderful world of Almería’s greenhouse farming, better known as “The European Vegetable Garden”. Discover all the inside cropping processes, from the seed to fruit, through all the factors taken them into account to get the maximum quality fruits of the earth. Tasting at the end of the tour.

**“Museo Arqueológico de Almería” - Archaeological Museum of Almeria**

Guided visit of the archaeological museum of Almeria. This museum contains important and varied archaeological collections, mostly from various sites in the province of Almería. Chronologically they range from the first settlers of the Paleolithic to the present. The Museum also has a wide collection of ethnography: popular ceramics, regional costumes, weapons, etc. Two important cultural moments are presented, the cultures of Los Millares and El Argar. The Museum thus intends to be a national benchmark for the study and knowledge of these societies of the III and II millennium before our era. The presentation of the pieces manages to masterfully incorporate various didactic resources. Audiovisuals, interactive elements, scenography are shown and, for the first time, contemporary artistic

language is incorporated into the development of the exhibition discourse, in an archaeological museum.

#### **“Alcazaba de Almería”. The Hidden Fortress**

Guided visit to the fortress of the Alcazaba. From the hand of experts, we will know the secret places of this Arab fortress, whose construction was begun in 955 by Abderramán III and finished by Hayrán, “Taifa” king of Almeria, in the XI century. It has three walled enclosures. One of the three was built by the Catholic Monarchs. It was a royal residence and today stands at the foot of Al-Mutasin palace with all its rooms, its mosque, converted into a church since the end of the XV century, and its baths. In this fortress, full of mysteries, several scenes from the sixth season of the internationally known “Game of Thrones” were filmed.

#### **Tabernas Desert Natural Area**

We will visit Malcamino’s company, which facilitates an exclusive and group tourism, always totally sustainable and respectful of the natural space. Students will have the opportunity to get to know the desert and the opportunities it offers in sustainable tourism. In addition, we will be able to know first-hand some of the most impressive scenarios where a multitude of world-famous movies and TV series have been filmed.

### **ASSESSMENT**

Participants who successfully complete the program will be awarded a transcript or academic record from UAL, detailing the number of credits obtained, and the hours of class and activities (80 hours).

In order to pass the course it will be necessary to attend at least 80% of the sessions. Class work and active participation will be positively valued.

### **LECTURERS**

#### **Professor José Luis Ruiz Real**

Professor of marketing at the University of Almeria. PhD in Economics from the University of Almeria. He has been Secretary General of AECIT (Spanish Association of Scientific Experts in Tourism) and coordinator of the European project IBRAVE (Improvement of Branding for Rural Areas through Vocational Education). He is currently coordinator of the European project RURALTOUR. Both projects seek local development of rural areas through the creation and empowerment of tourism branding territory and entrepreneurship in tourism. He has also participated in local projects, such as the Rumor Project, whose purpose was to position the Alpujarra-Sierra Nevada tourist destination in digital media. He collaborates as an advisor at the Central American Tourism Promotion Agency (CATA). Consultant in the area of marketing at the Florida Institute of Management (Miami, USA), visiting professor at the University Changchun (China), guest professor at numerous universities, such as Julius-

Maximilians-Universität Würzburg (Germany), Keimyung University (South Korea), Opole University of Technology (Poland), Koçaeli University (Turkey), or Gaia Business School (Guatemala). Director of postgraduate courses related to Innovation in Tourism. Author of numerous publications on tourism.

**Professor Juan Uribe Toril**

PhD in Economics and Development from the University of Almeria and a Law Degree from the Complutense University of Madrid. Professor of Applied Economics at University of Almeria, he has published numerous articles and books related to local development and entrepreneurship. Coordinator of the Iberoamerican Network of Researchers in Social Entrepreneurship and Co-development (RIBERESCO), has launched numerous research projects in Europe and Ibero-America.

**Professor Raquel Antolín López**

Professor of Entrepreneurship at the University of Almeria. In addition, she collaborates in several projects with Indiana University, University of Colorado at Boulder and the City University of New York (CUNY). Her main research interest lies at the intersection of sustainability, entrepreneurship and institutions. Her lines of research also include innovation, public policies, renewable energy and environmental strategy. The quality of her research has been recognized with different awards. On a teaching side, she teaches the English sections of New venture creation, Managerial skills at undergraduate level and Multi-cultural competences and Business models at MBA level.

**Professor Antonio López Céspedes**

Graduated in Tourism (University of Almeria). Technician in Tourism Companies and Activities. He has a very extensive professional experience in this sector: Hotel establishments, Travel Agencies and event organization (1997-1999). Tourism Development Agent in the City of Berja, Almería (2000-2006), Technical Manager of the European Charter for Sustainable Tourism in Protected Natural Areas (2007). Official of the Corps of Tourism Technicians of the Andalusian Government from 2009 to the present. Certified Evaluator of the Tourism Quality System Destinations by Turespaña. Professor of the University of Almeria, responsible for external practices of the Degree in Tourism.

**Professor Justo Alberto Ramírez Franco**

Co-founder of Pair of Jacks, a consulting company for entrepreneurs and start-ups. They provide consulting services and training for the creation and acceleration of new ventures. He has relevant practical experience that includes training in entrepreneurship, local development assistance, economic and financial viability of new business projects assessment, research market and business plan skills. Justo Alberto Ramírez Franco is also a part-time lecturer in the department of Management at the University of Almería.

**Professor Rubén Martínez Reche**

Professor in the UAL-coaching Program at the University of Almería. Teacher of literature and modern languages. Expert in coaching, communication and storytelling. Accredited evaluator of European projects for the European Commission. Manager of European projects since 1997, through which he has collaborated with various social agents (Universities, Public Organizations, Municipalities, Companies and Associations) from more than 15 countries. He has advised small and medium-sized companies in the tourism sector on communication strategies.

**Professor Juan Carlos Muñoz Flores**

PhD in Environment, Speciality in Geography in Land Planning and Environmental Management; MSc in Protected Areas and BSc in Environmental Science. Expert in Ecotourism, Sustainable tourism and local development. He has extensive experience on projects related to Tourism in Protected Areas and local development: Manager in Sustainable Tourism Initiative in Comarca de Doñana (2011-15), consultant for the CSIC/ Spanish National Research Council in a Landscape valuation project (2008), Technician for Sustainable Tourism in Andanatura/Foundation for Protected Areas in Andalusia (2006-08), consultant for the European Charter for Sustainable Tourism in Protected Areas (2005-06) and Technician for Local Development in Consell Comarcal de la Selva/La Selva County Council (1998-2003).

**Professor Juan Miguel Moreno Magaña**

International consultant and speaker on tourism innovation. Executive Director of the Tourism Commission of the Americas for the Confederation of Chambers of Commerce of Latin America. Currently he develops his work between Europe and America, especially in Latin America. Coordinator of the National Tourism Congress of Guatemala. Lecturer at numerous events in Latin America.

**Professor Alejandro Galindo**

Architect, specializing in interior design and project management projects architecture of spaces and modular, as well as in the infographic, the graphic design, 3D modeling and in the virtual visits in 360°. Awarded with two European prizes in the architecture EUROPAN 11 and international mentions in the VIII Ibero-American Architecture Biennial.

**Professor Nicolas Suárez de Urbina Chapman**

MSc in Humanities, History and Archeology. Technical advisor for archaeology at the Department of heritage protection of the Andalusian Regional Government in Almeria (Spain).

**Professor Cristina Serena Seguí**

Production assistant. Local service for audiovisual projects in Malcamino's. Interpretation tourism and appreciation of the natural, ethnological, cultural and historical environment, with a special focus on cinematographic tourism in its different variants: interpretation routes, incentive events ... Manager of Malcamino's, an active tourism company and support for audiovisual production. They organize from an interpretation route through the interior of magical landscapes to the development of a shoot from its first steps until it becomes a reality. She was the coordinator of the "Almería Western Film Festival" for three years.

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