

# Postgraduate Certificate Sociological Analysis of Tourism



## Postgraduate Certificate Sociological Analysis of Tourism

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/humanities/postgraduate-certificate/sociological-analysis-tourism](http://www.techtitute.com/in/humanities/postgraduate-certificate/sociological-analysis-tourism)

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# 01

# Introduction

Tourism has become a major global economic activity, with a significant impact on the Economy, Society and Culture of countries. However, along with its benefits, it has also generated a series of negative effects, including Gentrification, cases of Labor Exploitation, loss of Cultural Heritage, Social Inequality or environmental impact. This degree addresses this situation and provides tools and skills to critically analyze the social and cultural impacts of Tourism in different contexts. The best thing is that it is taught completely online and uses the Relearning pedagogical methodology, facilitating the specialization of the students.



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*Develop the most advanced and comprehensive vision of Tourism as a key activity in the Economy of the countries"*

Currently, tourism is one of the main sources of income for many countries and regions. However, its impact is not only limited to the economic sphere, but also has social, cultural and environmental implications. The Sociological Analysis of Tourism focuses on examining how this phenomenon influences society and culture, identifying its positive and negative effects and seeking solutions to the challenges that arise from it.

That is why this Postgraduate Certificate in Sociological Analysis of Tourism offers students a rigorous specialization in this discipline, through a series of topics that address key points, such as the relationship between Tourism and Culture, the impact of Tourism on local communities, sustainable tourism management or Gentrification.

With a 100% online modality and the use of the Relearning educational methodology, the degree provides students with a flexible and personalized updating experience, allowing them to organize academic resources according to their own needs and pace of study. Students will also have access to numerous complementary resources, including interactive summaries, in-depth videos or self-assessment exercises.

This **Postgraduate Certificate in Sociological Analysis of Tourism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Sociological Analysis of Tourism.
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Excel in the application of sociological perspectives when conducting advanced research on tourism"*

“

*Undertake a complete tour of the different tourism activities and their foundations”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*Establish the characteristics of tourism and the keys to the tourism system.*

*Test your sociological skills applied to the tourism field through dynamic case studies.*



# 02 Objectives

TECH has established a series of objectives in the Postgraduate Certificate in Sociological Analysis of Tourism to ensure that students graduate with a detailed and expert vision of Tourism from a sociological perspective. As a result, students will be able to interpret with solvency the current social reality, applying the advanced knowledge they will acquire in a variety of scenarios that will launch their professional career.







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*Reach the TECH objectives and get all the keys to tourism phenomena"*



## General Objectives

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- ♦ To study the phenomenon of Gentrification and how it affects contemporary societies
- ♦ To analyze the migratory and tourist processes from a modern sociological perspective
- ♦ Understand the role of sociologists in the face of new developments in communities, with a diverse and pluralistic approach

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*Develop an exceptional analytical capacity in the social nature of the tourism reality by the hand of TECH”*





## Specific Objectives

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- ♦ Provide a vision of tourism and leisure as dynamics and activity inscribed in the social framework
- ♦ Acquire scientific knowledge, methods and basic concepts for the analysis of tourism and leisure phenomena as part of the social context, their effects on it, as well as the role of its professionals
- ♦ Develop the personal capacity to analyze the tourism and leisure reality through the study of its social nature

# 03

## Structure and Content

In order to enrich and consolidate the specialization of students, TECH has integrated various complementary and audiovisual resources in the Postgraduate Certificate in Sociological Analysis of Tourism. In this way, students will be able to delve deeper into those topics that interest them most and thus maximize the return on the hours of study invested. All this in an academic experience condensed in only 150 hours, managing the educational materials at the complete convenience of the student.



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*Do not miss the opportunity to enroll in a degree with the most updated vision of the Sociological Analysis of Tourism"*

## Module 1. Sociology of Tourism

- 1.1. Tourism and Society
  - 1.1.1. Study of the Society
  - 1.1.2. The Social Reality
  - 1.1.3. Sociological Perspective
  - 1.1.4. Fundamental Tools of Sociology
- 1.2. Conceptualization and Typologies of Tourism
  - 1.2.1. Delimitation of the Concept of Tourism
  - 1.2.2. Characteristics of Tourism
  - 1.2.3. The Tourist System
  - 1.2.4. Typologies of Tourism. Tourist Activities
- 1.3. Tourism Research Methodologies
  - 1.3.1. The Circular Process of Scientific Research
  - 1.3.2. Sources of Tourism Information
  - 1.3.3. Data Collection Techniques
  - 1.3.4. The Research Process
  - 1.3.5. The Survey and the Questionnaire Design
- 1.4. Tourism from a Sociological Analysis Framework
  - 1.4.1. Sociology, Global Sociology and Tourism Sociology
  - 1.4.2. Travel and Leisure with the Transportation System in Human Societies
  - 1.4.3. Classics
  - 1.4.4. Initial Studies on Tourism
  - 1.4.5. Sociology of Tourism
- 1.5. Tourism, Society and Development The Effects of Tourism on Today's Societies
  - 1.5.1. Tourism as an Agent of Social Change
  - 1.5.2. Social and Cultural Impacts on Tourist Populations and Areas
  - 1.5.3. Environmental Impacts and Economic Repercussions
- 1.6. The Motivations of the Trip and the Tourist
  - 1.6.1. Tourism and Rational Choice
  - 1.6.2. The Subjective Meaning of Travel
  - 1.6.3. Tourist Expectations: Experience and Authenticity



- 1.7. Internalization and Globalization of Tourism
  - 1.7.1. Characteristics of International Tourism
  - 1.7.2. Characteristics of International Tourism: Evolution and Main Regional Trends
  - 1.7.3. International Statistics, Studies and Tourism Observatory
- 1.8. Current Tourism Challenges
  - 1.8.1. Sustainable Tourism
  - 1.8.2. The Universal Accessibility in Tourism
  - 1.8.3. The Equitable Remuneration of the Economic Benefits of Tourism
- 1.9. The Sociology of Leisure
  - 1.9.1. The Leisure and Recreation on Societies
  - 1.9.2. Sociology of Leisure: Manifestations and Social Functions
  - 1.9.3. Motivation, Satisfaction, and Consumption in Tourism and Leisure
- 1.10. The Consumer Society
  - 1.10.1. The Uses and Values of Consumers
  - 1.10.2. Acquired Needs
  - 1.10.3. Forms of Consumption

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*A highly valuable agenda to address the challenges of tourism in the coming years”*

04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method has been the most widely used learning system among the world's leading Humanities schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

# Certificate

The Postgraduate Certificate in Sociological Analysis of Tourism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Sociological Analysis of Tourism** contains the most complete and up-to-date scientific program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Sociological Analysis of Tourism**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



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