**COURSE SCENARIO**

***Spain: Society, Culture, and Economy in a global context***

**CLASS 10**

|  |  |
| --- | --- |
| **TOPIC** | Overview of Tourism Sector in Spain |
| **LEARNING CONTENT - DETAILED CHARACTERISTICS** |  •Introduction to the tourism sector in Spain: History and evolution•Characteristics of the Spanish tourism sector: inbound and outbound tourism, popular destinations, types of tourism•Impact of tourism on the Spanish economy: Employment, revenue, and GDP contribution•Challenges and opportunities for the Spanish tourism industry: sustainability, innovation, and digital transformation |
| **KEY WORDS** | Inbound tourism; Outbound tourism; Sun and beach tourism; Cultural tourism; Sustainable tourism; Digital transformation; Revenue and GDP contribution |
| **SUGGESTED TOOLS** | • PowerPoint presentation• Videos and documentaries about Spanish tourism• Interactive maps and infographics• Case studies and success stories of Spanish tourism companies• Online resources, such as government reports and industry publications |
| **TIPS / METHODOLOGICAL REMARKS****(If applicable)** | • Encourage students to share their personal experiences and perceptions about Spanish tourism• Use interactive tools, such as polls and quizzes, to engage students and assess their understanding• Assign group projects or presentations to encourage collaboration and creativity• Provide real-world examples and case studies to illustrate key concepts• Use role-playing activities or simulations to simulate real-life scenarios and challenges faced by the Spanish tourism industry |
| **IMPLEMENTATION OF THE CLASSES**  | **STEP 1** | Introduction to the tourism sector in Spain • Overview of the history and evolution of Spanish tourism• Importance of tourism in the Spanish economy• Types of tourism and popular destinations in Spain |
| **STEP 2** | Characteristics of the Spanish tourism sector• Inbound and outbound tourism in Spain• Sun and beach tourism and cultural tourism• Sustainable tourism and digital transformation in the Spanish tourism industry |
| **STEP 3** | Impact of tourism on the Spanish economy • Employment, revenue, and GDP contribution of the tourism sector• Examples of successful Spanish tourism companies |
| **STEP 4** | Challenges and opportunities for the Spanish tourism industry • Sustainability challenges and initiatives in Spanish tourism• Innovation and digital transformation in the Spanish tourism industry• Opportunities for growth and development in the Spanish tourism industry |
| **STEP 5** | Conclusion and wrap-up (5 minutes)• Recap of key concepts and takeaways from the class session• Opportunities for further learning and exploration of the Spanish tourism industry |

**ADDITIONAL MATERIAL 1 (WORK CARD, PICTURE, RECORDING, QUIZ, PRESENTATION, ASSIGNMENTS)**

**•** Assignment: Research and present on a successful Spanish tourism company (hotel company, travel agency, airline, …) highlighting its business model, marketing strategy, and impact on the industry.

**ADDITIONAL MATERIAL 2 (WORK CARD, PICTURE, RECORDING, QUIZZ, PRESENTATION, ASSIGNEMENTS)**

Interactive map: Explore popular destinations in Spain and learn about their cultural and historical significance.

****

Source: [*https://maps-spain.com/maps-spain-tourist/spain-tourist-map*](https://maps-spain.com/maps-spain-tourist/spain-tourist-map)