

Syllabus of the course “Tourism and sustainability”

I. IDENTIFICATION

- ✓ **Name of the course:** Tourism and Sustainability
- ✓ **Code:** 101213
- ✓ **Graduation:** Tourism
- ✓ **Academic year:** 2016-2017
- ✓ **Type of subject:** Optative (4th year)
- ✓ **ECTS Credits (hours):** 6 (150)
- ✓ **Period:** 1st Semester
- ✓ **Language of the course:** English
- ✓ **Professor:** Francesc Romagosa

II. PRESENTATION

The course is intended as an introduction to the concept of sustainability and sustainable development in the field of tourism. The analysis will cover the principles of sustainable tourism and its practical application from the point of view of the tourism destinations and tourism businesses as well. One of the basic goals will be to better know the theoretical and practical aspects of environmental management in the tourism sector, as well as issues related to economic and social sustainability of tourism development.

III. EDUCATIONAL OBJECTIVES, SPECIFIC SKILLS AND LEARNING OUTCOMES

EDUCATIONAL OBJECTIVES

Knowledge objectives:

At the end of the course the student will have to:

1. Understand the concept of sustainable development and how to express its application to the field

of tourism.

2. Know the principles of sustainable tourism and the different applications of this concept to the tourism sector.
3. Know the main impacts that tourism exerts on the environment, economy and society of the destinations and what are the main tools to manage and reduce the negative impacts.
4. Know and be able to describe the existing instruments for environmental improvement of tourist destinations and businesses.
5. Be able to propose best practices for sustainability in the tourism sector.
6. Understand tourism as a tool for economic and social development, which can contribute to economic improvement and reduction of social inequalities at the destination level.

Skills Objectives:

At the end of the course the student will have to:

1. Demonstrate the acquisition of communication skills (verbal and written) correctly, according to the concepts and contents of the course.
2. Demonstrate the ability to apply to specific case studies the acquired theoretical knowledge offered by the course.
3. Demonstrate he/she can work with teams and in different environments.

SPECIFIC SKILLS AND LEARNING OUTCOMES

CE3. Manage the concepts related to the planning and marketing of destinations, resources and tourist attractions as well as its instruments and functioning.

LEARNING OUTCOMES

CE3.5. Identify the determinants of tourism development.

CE3.6. Identify and related tourism resources and land resources.

CE5. Identify and evaluate the elements of the tourism system and its interaction with the environment and its impact.

CE5.9. Analyze advanced elements of geography and territorial resources and tourism as well as the methodologies and techniques and existing impacts generated by the tourism system.

CE6. Demonstrate knowledge and understand the tourism phenomenon in the context of sustainability and quality management.

CE6.5. Identify the environment as a heritage tourism and to determine its characteristics.

CE6.6. Identify and assess the social impact of tourism.

CE14. Innovate in both the planning and tourism marketing and management of tourism organizations.

CE14.3. Identify new forms of tourism (ecotourism, cultural tourism, ...) and evaluate them.

CE14.4. Distinguish appropriate tools to implement sustainable tourism policies.

CE 17. Present and negotiate before various organizations and projects tourism development plans applied to certain areas and regions.

CE17.5. Identify tourism policies and planning tools.

IV. CROSS SKILLS

CT1. Develop an ability to learn independently

CT2. Being able to evaluate their own acquired knowledge

CT4. Manage communication skills at all levels

CT8. Demonstrate ethical behavior and adapt to different intercultural contexts

V. SYLLABUS AND CONTENT

1. Introduction to sustainable tourism

1.1. Sustainable development

1.2. Sustainable tourism

2. Tourism and environmental sustainability

2.1. Tourism and environment

2.2. Tourism and the global environmental crisis

2.3. Environmental policies for a sustainable tourism

3. Tourism and economic and social sustainability

3.1. Economic and social impacts of tourism

3.2. Ethics and tourism

3.3. Economic and social policies for a sustainable tourism

4. Tools for a more sustainable tourism

- 4.1. Main stakeholders and their roles
- 4.2. Tools for more sustainable tourism destinations
- 4.3. Tools for more sustainable tourism enterprises

VI. RECOMMENDED BIBLIOGRAPHY

- BENGOCHEA, A. et al. (2006). *Actividad turística y medio ambiente*. Oviedo: Septem.
- ECOMEDITERRÀNIA (1998). *Turisme sostenible a la Mediterrània*. Girona: Brau Edicions.
- FULLANA, P.; AYUSO, S. (2001). *Turisme sostenible*. Barcelona: Ed. Rubes i Generalitat de Catalunya.
- GASCÓN, J.; CAÑADA, E. (2005). *Viajar a todo tren: turismo, desarrollo y sostenibilidad*. Barcelona: Icaria.
- HOLDEN, A. (2008). *Environment and tourism* (2a ed.). London: Routledge.
- OMT (2002). *Sustainable tourism in protected areas*. Madrid.
- PÉREZ, M. (2004). *Manual del turismo sostenible*. Madrid: Mundi-Prensa.
- PIKE, J. (ed.) (1998). *Tourism and Human Rights*. London: Tourism Concern.
- PNUMA – OMT (2006). *Por un turismo más sostenible. Guía para responsables políticos*. Madrid: OMT.
- RIVAS, J.; MAGADÁN, M. (2007). *Planificación turística y desarrollo sostenible*. Oviedo: Septem.
- SABATÉ, X. et al. (eds.) (2007). *Turisme sostenible: experiències europees aplicables a Catalunya*. Barcelona: Generalitat de Catalunya.
- UNEP – WTO (2005). *Making tourism more sustainable. A guide for policy makers*. Madrid: WTO.
- SWARBROOKE, J. (1999). *Sustainable tourism management*. Wallingford: CABI Publishing.

VII. TEACHING METHODOLOGY

The course has three parallel ways of operation:

- a) Methodology for the theoretical part of the course

Lectures related to the course syllabus during the fourteen weeks of the course.

b) Methodology for the practical part of the course

During the course the professor will propose performing various assignments related to the theoretical part of the course, which will be conducted outside class hours.

c) Methods of operation of the Virtual Campus

The Virtual Campus platform will be used to add information and alternative means of communication between students and the professor. Virtual Campus will complement the theory with complementary materials, links to websites, the syllabus and description of practical work.

VIII. EVALUATION

The evaluation of this course consists of the following system:

a) The completion of two mid-term exams, which will be worth 60% of the final grade (30% each exam) and will include the subject exposed in the theoretical lectures.

b) The performance of the proposed assignments throughout the course and delivered within the deadline, it will be worth 40% of the final grade.

In order to average final mark should get at least 4 out of 10 in each of the parts subject to evaluation.

IX. TIME ORGANIZATION AND STUDENT DEDICATION

| Type | Activity | Hours | ECTS | LEARNING OUTCOMES |
|----------------------------|----------------------|-------|------|---|
| Directed activities | Theoretical classes | 40 | 1.6 | CE3.5. , CE3.6 , CE 5.9 , CE 6.5 , CE 6.6, CE 14.3, CE 14.4 , CE 17.5, CT8 |
| | Classroom activities | 4 | 0.16 | CE3.5. , CE3.6 , CE 5.9 , CE 6.5 , CE 6.6, CE 14.3, CE 14.4 , CE 17.5, CT1, CT2 |

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|------------------------------|-------------------|-----|------|---|
| Supervised activities | Tutorings | 15 | 0.6 | CE3.5. , CE3.6 , CE 5.9 , CE 6.5 , CE 6.6, CE 14.3, CE 14.4 , CE 17.5, CT4 |
| Autonomous activities | Works | 38 | 1.52 | CE3.5. , CE3.6 , CE 5.9 , CE 6.5 , CE 6.6, CE 14.3, CE 14.4 , CE 17.5, CT1, CT4 |
| | Study and reading | 55 | 2.2 | CE3.5. , CE3.6 , CE 5.9 , CE 6.5 , CE 6.6, CE 14.3, CE 14.4 , CE 17.5 |
| TOTAL | | 150 | 6 | |

X. TIMING OF TEACHING

| WEEK | THEME | METHOD | HOURS |
|------|-------|----------------------------|-------|
| 1 | 1 | Theoretical lecture + work | 3 + 1 |
| 2 | 1 | Theoretical lecture + work | 3 + 1 |
| 3 | 2 | Theoretical lecture + work | 3 + 1 |
| 4 | 2 | Theoretical lecture + work | 3 + 1 |
| 5 | 2 | Theoretical lecture + work | 3 + 1 |
| 6 | 2 | Theoretical lecture + work | 3 + 1 |
| 7 | 3 | Theoretical lecture + work | 3 + 1 |
| 8 | 3 | Theoretical lecture + work | 3 + 1 |
| 9 | 3 | Theoretical lecture + work | 3 + 1 |
| 10 | 3 | Theoretical lecture + work | 3 + 1 |
| 11 | 4 | Theoretical lecture + work | 3 + 1 |
| 12 | 4 | Theoretical lecture + work | 3 + 1 |
| 13 | 4 | Theoretical lecture + work | 3 + 1 |
| 14 | 4 | Theoretical lecture + work | 3 + 1 |

XI. ENTREPRENEURSHIP AND INNOVATION

The course aims to provide new career prospects for future graduates in tourism, in the innovative field of sustainability applied to tourism. Furthermore, the course includes oral presentations in the classroom by students, encouraging communication skills of future tourism professionals.