

| Degree | Type | Year |
|-----------------|------|------|
| 2500894 Tourism | OT | 4 |

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are not prerequisites.

Objectives and Contextualisation

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.

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.

Competences

- Behave responsibly towards the environment.

- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.
- Identify and evaluate the elements of a tourism system and how they interact with and impact the environment.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.
- Negotiate with different bodies on tourism development projects for particular areas and regions.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Analyse elements of advanced geography, of regional tourism resources, and of existing methodologies and techniques and impacts of the tourism system.
2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Identify and assess the social impact of tourism.
5. Identify and evaluate the new forms of tourism: ecotourism, cultural tourism, etc.
6. Identify and relate tourism resources and regional resources.
7. Identify public entities' policies on tourism regulation and planning.
8. Identify the environment as a tourist heritage and determine its characteristics.
9. Identify the factors that determine tourism development.
10. Plan and manage activities on the basis of quality and sustainability.
11. Plan, organise and coordinate a work team, creating synergies and showing empathy.
12. Single out the most suitable instruments for applying sustainable tourism policies.
13. Use communication techniques at all levels.
14. Work in a team.

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

Activities and Methodology

| Title | Hours | ECTS | Learning Outcomes |
|----------------------|-------|------|---|
| Type: Directed | | | |
| Classroom activities | 5 | 0.2 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |
| Theoretical classes | 40 | 1.6 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |
| Type: Supervised | | | |
| Tutorials | 2 | 0.08 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14 |
| Type: Autonomous | | | |
| Assignments | 40 | 1.6 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |
| Study | 60 | 2.4 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|-----------------------|-----------|-------|------|---|
| 1st partial exam | 25% | 1.5 | 0.06 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |
| 2nd partial exam | 25% | 1.5 | 0.06 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |
| Practical assignments | 50% | 0 | 0 | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 |

Continuous assessment

The assessment of this course consists of the following system:

- a) The completion of two partial exams, which will be worth 50% of the final grade (25% 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 50% 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.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

Unique assessment

Students who have accepted the unique assessment modality will have to take a final test which will consist of a theory exam in which all the subject matter will be included. He/she will also have to hand in the practical assignments proposed throughout the semester. If the final grade does not reach 5 out of 10, the student has another opportunity to pass the subject through the retake exam that will be held on the date set by the center. In this exam he/she can recover 50% of the grade corresponding to the theory. The practical part is not recoverable.

Bibliography

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- SWARBROOKE, J. (1999). *Sustainable tourism management*. Wallingford: CABI Publishing.

Software

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Language list

| Name | Group | Language | Semester | Turn |
|-------------|-------|----------|----------------|---------------|
| (TE) Theory | 1 | English | first semester | morning-mixed |
| (TE) Theory | 2 | English | first semester | morning-mixed |