

Degree	Type	Year
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
 - 1.1. Definition and evolution of the concept of sustainable tourism
 - 1.2. Fundamental principles and dimensions (environmental, social, economic, cultural).
 - 1.3. Agenda 2030 and Sustainable Development Goals (SDGs)
 - 1.4. Regenerative tourism
2. Tourism and Environmental Sustainability
 - 2.1. Climate change and tourism
 - 2.2. Tourism's ecological footprint: resource consumption and waste generation
 - 2.3. Biodiversity
 - 2.4. Best practices
3. Tourism and Economic Sustainability

3.1. Creation of decent employment and local empowerment

3.2. Circular Economy

3.3. Best practices

4. Tourism and Social Sustainability

4.1. Diversity, Equity, and Inclusion

4.2. Local communities

4.3. Natural and cultural heritage

4.4. Best practices

5. Tourism Sustainability of a Destination

5.1. Tourism sustainability plan

5.2. Sustainability certifications and labels

5.3. Sustainable tourism businesses

5.4. Case study

Activities and Methodology

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

Methodology

The course has three parallel operational dynamics. It's important to note that this course has a high practical dedication in the classroom, therefore, attendance is mandatory for its follow-up.

a) Methodology for the theoretical part of the course

In class, the theoretical content will be presented with various visual aids, and work will be based on the analysis of cases and the study of national and international best practices.

b) Methodology for the practical part of the course

The course will include a significant practical component, based on a group project that will be developed

throughout the course in the classroom. Additionally, practical assignments, expert conferences, and field trips will be conducted.

c) Methodology for the Virtual Campus operation

The Virtual Campus platform will be used as a means to share documentation and information about the course and to submit practical assignments and the group project.

Note: 15 minutes of one class, within the calendar established by the center/degree program, will be reserved for students to complete the surveys for evaluating faculty performance and course/module evaluation.

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
Exam	20%	0	0	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14
Group Project	40%	1.5	0.06	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14
Practical assignments	40%	1.5	0.06	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14

Continuous Assessment:

- 40% Group Project: Completion of a group assignment that will be developed in parallel with the sessions to implement the knowledge acquired in class.
- 40% In-class Practical Work: Classes will be eminently practical, requiring presentations, co-creation of content, and case analysis.
- 20% Basic Knowledge Exam: A final exam to assess basic knowledge in sustainable tourism.

To be eligible for averaging the final grade, a minimum of 4 out of 10 must be obtained in each assessed part.

Final Assessment:

- 50% Theoretical Exam: This assessment will cover all course material, including theory and all complementary information found on the Virtual Campus (videos, regulations, additional documentation, etc.).
- 50% Individual Project: Completion of a project similar to the group project, but individually.

If the final grade does not reach a 5, the student has another opportunity to pass the course through a retake exam that will be held on the date set by the center. In this exam, 50% of the grade corresponding to the theory can be recovered. The project is not recoverable.

The course will be graded as NOT EVALUABLE if the student attends less than half of the evaluation activities and/or does not take the final exam.

Bibliography

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- Fullana i Palmer, P., & Ayuso, S. (2002). *Turismo sostenible*. Rubes.
- Goodwin, H. (2018). *Responsible Tourism: Using Tourism for Sustainable Development*. Goodfellow Publishers.
- Hall, C. M. (2019). *Tourism Planning: Policies, Processes and Relationships*. Routledge.
- Jamal, T. B., & Everingham, P. (Eds.). (2019). *Community-Based Tourism: Participatory Approaches to Responsible Tourism Development*. Routledge
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- REDS (Red Española para el Desarrollo Sostenible) i RTI (Instituto de Turismo Responsable). (2019). *Guía para un Turismo Sostenible: Retos del sector turístico ante la Agenda 2030*.
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- Yeoman, I., et al. (Eds.). (2015). *Tomorrow's Tourist: Scenarios & Trends*. Routledge.

Software

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Groups and Languages

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