FUABformació
Escola de Turisme
i Direcció Hotelera

Subject Study guide "Tourism and sustainability"

1. IDENTIFICATION

- ✓ **Subject name: Tourism and sustainability**
- ✓ **Code: 101213**
- ✓ **Degree: Bachelor's Degree in Tourism**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Optative**
- ✓ **ECTS Credits (hours): 6 (150)**
- ✓ **Teaching period: 4th year, 1st semester**
- ✓ **Teaching language: English**
- ✓ **Teachers: Francesc Romagosa**
- ✓ **Email: Francesc.Romagosa@uab.cat**

2. 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.

3. EDUCATIONAL GOALS

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.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC SKILLS
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.
LEARNING OUTCOMES
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.
LEARNING OUTCOMES
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.
LEARNING OUTCOMES
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.
LEARNING OUTCOMES
CE17.5. Identify tourism policies and planning tools.

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 behaviour and adapt to different intercultural contexts

5. TOPIC 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

6. RECOMMENDED BIBLIOGRAPHY

- HALL. C.M., GOSSLING, S., SCOTT, D. (Eds.) (2015). *The Routledge handbook of tourism and sustainability*. London: Routledge.

- HOLDEN, A. (2008). *Environment and tourism* (2nd ed.). London: Routledge.

- PÉREZ, M. (2004). *Manual del turismo sostenible*. Madrid: Mundi-Prensa.

- TOURISM SUSTAINABILITY GROUP (2007). *Action for more sustainable European tourism*. Brussels.

- UNEP – WTO (2005). *Making tourism more sustainable. A guide for policy makers*. Madrid: WTO (Spanish edition: *Por un turismo más sostenible: guía para responsables políticos*, 2006).

- UNEP – WTO (2012). *Tourism in the green economy – Background Report*. Madrid: UNWTO.

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

7. 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.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Theoretical classes	40	1,6	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5
Classroom activities	5	0,2	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5
Type: Supervised			
Tutorials	5	0,2	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5
Type: Autonomous			
Works	40	1,6	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5
Study and reading	60	2,4	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5

8. ASSESSMENT SYSTEMS

The assessment of this course consists of the following system:

a) The completion of two partial 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.

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
First partial exam	30 %	1,5	0,06	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5
Second partial exam	30 %	1,5	0,06	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5
Practical assignments	40 %	40	1,6	CE3.5., CE3.6, CE5.9, CE6.5, CE6.6, CE14.3, CE14.4, CE17.5

9. PLANNING

WEEK	TOPIC	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

10. 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.