

DEGREE: **DEGREE IN TOURISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **TERRITORY, TOURISM AND SUSTAINABLE DEVELOPMENT**

Level: Second

Term: Second

Type: Basic

Compulsory

Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 4

Practical credits: 2

Year: SECOND

Lecturer: CONCEPCIÓN GIL DÍAZ

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2. DESCRIPTION

Course Description: Tourism has become a major world industry and the relationship between tourism and economic development has been proved but also its ecological, social, and cultural impacts; that explains why the relationship between territory, tourism and sustainability is a critical point for the development of a territory. **Contents:** This course has an eminently practical focus, and will provide students with a theoretical and practical understanding of: the principles of sustainable development and the link with sustainable tourism; typologies of sustainable tourism; main dimensions; key actors and their roles in sustainable tourism; positive and negative impacts; sustainable tourism planning and management; good practices, certification schemes and eco-labels in sustainable tourism. Case studies presented at different scales.

3. SITUATION

PRIOR KNOWLEDGE AND SKILLS

- This course has no prerequisites, which means that prior knowledge is not required, but it may be useful those related to Geography, Communication, Management, and Marketing.
- Capacity for analysis and synthesis of texts.
- Interest in the study of tourism.
- Respect for cultural diversity.

RECOMMENDATIONS

If you do not understand assignments, readings, etc, it is your responsibility to inform the lecturer. If you are having difficulty, please contact the lecturer early so that you can resolve problems before your final grade is unchangeable.

COURSE REQUIREMENTS

This course is designed to be interactive, and requires: the full and active participation of all students, including:

- Participating fully in all activities and discussions during the class duration.
- Regular attendance (75% minimum).
- Keeping up with the activities in and out class.
- Reading the due texts.
- Turning in assignments by the designated time.
- Attending tutorials.
- Use of new information and Communications Technologies applied to the learning process. Therefore, it will be essential for the students to use the Virtual Platform EUSA 2.0.
- Presenting work in class and participating actively in discussions of the work of their classmates.

ADAPTATIONS FOR STUDENTS WITH SPECIAL NEEDS

Exceptional situations will be contemplated with prior approval of the Head of Studies.

4. SKILLS

Generic transversal competences

- Capacity for analysis and synthesis
- Basic General Knowledge
- Capacity for criticism and self-criticism
- Skills to work in group
- Capacity for commitment to environmental quality
- Ability to work autonomously
- Ability to organize and plan

Specific competences

- Possessing and understanding basic general knowledge and knowledge of the area of tourism reflected in advanced textbooks
- Be able to acquire knowledge and skills that allow students to undertake further studies of tourism with a certain autonomy and speed.
- To be able to teamwork.
- To know and understand the social responsibility derived from the business actions
- Know the main political-administrative tourist structures.
- Evaluate the tourist potential and the prospective analysis of its exploitation.
- To manage the tourist territory in accordance with the principles of sustainability.
- Analyze the impacts generated by tourism in the territory.
- Know the strategy, objectives and economic instruments of tourism planning.

GENERAL COMPETENCES AND LEARNING OUTCOMES	
<ul style="list-style-type: none"> - Demonstrate capacity for analysis and synthesis. - Demonstrate application of theory to practice. - Demonstrate information literacy skills. - Demonstrate effective written, oral, and visual communication skills and sensitivities. - Demonstrate effective critical thinking /problem solving skills. - Demonstrate life-long learning ability. - Demonstrate information/technology abilities. - Demonstrate ability to act in freedom and responsibility. - Demonstrate leadership qualities. - Demonstrate effective citizenship skills. - Demonstrate reflexive attitude in the exercise of his future work activity in careers related to sustainable tourism planning & management. - Demonstrate capacity building of understanding and intercultural dialogue. - Demonstrate capacity building of co-operative teamwork and interpersonal relations skills. - Know how to effectively identify and communicate their understanding of sustainable tourism planning and management in broader social contexts. - Be equipped to critically engage with sustainable tourism and become more informed consumers of sustainable tourism attractions. 	

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C1 The ability to define and develop an understanding of the nature and scope of sustainable tourism, leisure and events, and sustainable tourism development strategies in terms of planning and managing.	C1.The ability to discuss and critically reflect upon the difficult balance between sustainability and tourism development in a territory.

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES

C2. The ability to define and develop an understanding of the principles and the three dimensions of sustainable tourism: environmental, economic and social, as well as their inter-relationship.	C2. The ability to appreciate sustainability in tourism and work out the positive and negative environmental, social and economic impacts.
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DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C3. The ability to identify the key actors, involved in sustainable tourism. including the public sector, the private sector (tourism industry), the non-profit sector, the host community, media, and the tourists and explain the key role of the different stakeholders.	C3. The ability to work out the links between the different key actors and to design partnership opportunities.

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C4. The ability to explain the distinctive characteristics of each tourist areas and identify their own tourism management problems.	C4. The ability to manage existing tourism demand in established destinations and assessing its positive and negative impacts.

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C5. The ability to identify the role and importance of sustainable management for tourism purposes, including a broad overview of marketing, human resource management, operations management and financial management.	C5. The ability to appreciate functional management areas and describe the interconnections among the different types of functional management .

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C6. The ability to identify and describe the role of tourist destinations and their attractions as well as the different tourist sectors and their impacts.	C6. The ability to assess the positive and negative roles of tourist attractions and sustainability of tourist destinations and tourist sectors, through carrying capacity measurements, certification schemes and eco-labels.

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C7. The ability to analyze the evolution from mass tourism to sustainable and alternative typologies of tourism and explain the similarities and differences among them.	C7. The ability to integrate the different types of sustainable tourism and their essential role in the tourism sustainable development success.

ATTITUDINAL COMPETENCES	
<ul style="list-style-type: none"> - Assessment of the sustainable tourism market in the incidence of tourism industry in today's society inside and outside Spain. - Reflection on the context of the current sustainable tourism industry and its socio-cultural, environmental and economic impacts on the local, national and international context. - Deploy a set of critical tools to assess sustainable tourism attractions and activities. - Critique discourses of tourism sustainability. - Promotion of intelligent, responsible and conscientious sustainable tourism consumption. - Promotion of an ethical and accountable commitment in the exercise of tourism activity. - Promotion of initiative and entrepreneurship within the cultural tourism industry. 	

5. OBJECTIVES

Educational Objectives

The subject aims at the student to know and master the territorial and environmental aspects of tourism from the perspective of sustainability. To this end, it is intended that the student is able to analyze the relations established between the territory and the tourist activities, the conceptual and methodological bases are offered to approach the spatial planning of the activity and an approximation is made to the theme of the sustainability, underlining the need to move towards sustainable tourism development models.

Course objectives are based on 3 learning domains: **foundation, application and execution**. Students will be able to:

1. Acquire knowledge and demonstrate an understanding of the role of territorial planning and management in order to establish a link between development and good practice among stakeholders in a certain territory.
2. Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
3. Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.
4. Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary cultural tourism issues and trends.

After successful completion of this course, students will be able to:

GENERAL

This course deals with the practical implementation of sustainable development in tourism at different scales and aims at:

- Defining sustainable development.
- Defining sustainable tourism.
- Identifying key actors in sustainable tourism.
- Identifying visitor management strategies for sustainable tourism.
- Providing an overview of indicators for sustainable tourism.
- Evaluating tourism policies and programmes.

SPECIFIC

- Unit 1. To understand the principles of sustainable development and the link with sustainable tourism.
- Unit 2. To explain the main principles and dimensions of sustainable tourism.
- Unit 3. To identify the main key actors in sustainable tourism and their roles.
- Unit 4. To identify the main features of a certain tourist area and its main tourist management problems.
- Unit 5. To critically analyze the role of sustainable tourism management.
- Unit 6. The ability to explain the role of tourist destinations, tourist attractions and tourist sectors in tourism sustainability.
- Unit 7. To assess the different types of sustainable tourism, good practices, certification schemes and eco-labels in sustainable tourism.

6. METHODOLOGY AND TEACHING TECHNIQUES

The course follows an interactive teaching approach; that means that students are encouraged to actively participate in the course by discussing concepts and theories as well as case studies. We will use different types of interactive methods, e.g. literature reflection, small group discussions, oral presentations, case simulation, etc.

This course is an inquiry-based course. Students are responsible for their own learning. We will have informal in-class tests to make sure the reading is not too much for students and that they have been able to both do it and make sense of it.

Attendance and full participation in class are both essential in order to develop an active methodology.

The class is conceived as a place for activities and learning process for the following reasons:

- To discuss the material, share insights that each of us may have had while working through different materials.
- To present our research to one another.
- To review the work of others.
- To develop our abilities to express our thoughts in real-time, engaging in significant discussion and inquiry.
- To collaborate with each other in the creative process and share the sense of excitement and empowerment that comes from collectively producing work that you are proud of.

Engagement in the course includes:

- Preparation. You are responsible for your own learning
- Punctuality.
- Attendance.
- Discussion.
- Research.
- Collaborative and group work.
- Projects and Assignments
- Participation.
- **NOTE**
- Late assignments will not be accepted, unless you have made arrangements with the teacher ahead of time.
- Plagiarism will not be tolerated, and will result in a failing grade for the course.

TEACHING METHODS

- Classroom lectures and discussions.
- Written Assignments
- Recordings—listening and analysis, film and video examples, demonstrations.
- Case studies.
- Book, article readings and listening assignments.
- Comments on texts, audiovisuals, music videos or documentary films.
- Critical review of compulsory readings.
- Web site—announcements, course material, links, suggested reading.
- Group Projects.
- Case Study Analysis.
- Oral Presentations.
- Discussions.
- Academic tutorials (on line and face to face).
- Field trips.

TEACHING MEDIA

- PowerPoint
- Multimedia resources
- Websites
- Handouts.
- Virtual platform EUSA CAMPUS VIRTUAL 2.0.

Required Readings, Assignments and Projects: All of the required readings are articles, book chapters, together with additional references and multimedia resources referred to on the syllabus and they will be available on the Virtual Platform EUSA CAMPUS VIRTUAL 2.0.

TEACHING TECHNIQUES

X Presentations and Debates X Specialized tutoring sessions X Academic practical sessions
 X Visits and excursions (Educational fieldtrips) X Guided reading 0 Others

7. LIST OF TOPICS

UNIT 1. INTRODUCTION TO TERRITORY AND SUSTAINABLE TOURISM DEVELOPMENT: Concepts and relationships

UNIT 2. THE DIMENSIONS OF SUSTAINABLE TOURISM: environmental, economic and social dimensions

UNIT 3. STAKEHOLDERS OR KEY ACTORS IN SUSTAINABLE TOURISM: Techniques and instruments of territorial analysis and planning of tourism.

UNIT 4. SUSTAINABLE TOURISM IN DIFFERENT GEOGRAPHICAL AREAS: environmental, economic and social impacts.

UNIT 5. SUSTAINABLE TOURISM AND FUNCTIONAL MANAGEMENT: Techniques and instruments for the sustainable management of tourism

UNIT 6. SUSTAINABLE TOURISM AND THE DIFFERENT TOURIST SECTORS: Typologies and experiences

UNIT 7. SUSTAINABLE TOURISM AND THE DIFFERENT TYPES OF TOURISM: Typologies and sub-typologies

UNIT 1. INTRODUCTION TO SUSTAINABLE TOURISM DEVELOPMENT

1.1. Conceptual definition of sustainable tourism development

1.2. Historical background

1.3. The nature and scope of sustainable tourism

1.4. Sustainable tourism development

1.5. A new approach to sustainable tourism planning

1.6. A new approach to sustainable tourism management

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C1 The ability to define and develop an understanding of the nature and scope of sustainable tourism, leisure and events, and sustainable tourism development strategies in terms of planning and managing.	C1.The ability to discuss and critically reflect upon the difficult balance between sustainability and tourism development in a territory.

UNIT 2. THE DIMENSIONS OF SUSTAINABLE TOURISM

2.1. Conceptual definition of sustainable tourism

2.2. The environmental dimension

2.3. The economic dimension

2.4. The social dimension

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C2. The ability to define and develop an understanding of the principles and the three dimensions of sustainable tourism: environmental, economic and social, as well as their inter-relationship.	C2. The ability to appreciate sustainability in tourism and work out the positive and negative environmental, social and economic impacts.

UNIT 3. STAKEHOLDERS OR KEY ACTORS IN SUSTAINABLE TOURISM

3.1. The public Sector

3.2. The private Sector: The Industry

3.3. The Voluntary / non- profit Sector

3.4. The Host Community

3.5. The Media

3.6. The Visitor / Tourist

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C3. The ability to identify the key actors involved in sustainable tourism. including the public sector, the private sector (tourism industry), the non-profit sector, the host	C3. The ability to work out the links between the different key actors and to design partnership opportunities.

community, media, and the tourists and explain the key role of the different stakeholders.	
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UNIT 4. SUSTAINABLE TOURISM IN DIFFERENT GEOGRAPHICAL AREAS/ ENVIRONMENTS

- 4.1. Coastal areas and the sea
- 4.2. Rural areas
- 4.3. Protected areas
- 4.4. Urban areas
- 4.5. Islands
- 4.6. Developing countries

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C4. The ability to explain the distinctive characteristics of each tourist areas and identify their own tourism management problems.	C4. The ability to manage existing tourism demand in established destinations and assessing its positive and negative impacts.

UNIT 5. SUSTAINABLE TOURISM AND FUNCTIONAL MANAGEMENT

- 5.1. Marketing management
- 5.2. Human resources management
- 5.3. Operations management
- 5.4. Financial management

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C5. The ability to identify the role and importance of sustainable management for tourism purposes, including a broad overview of marketing, human resource management, operations management and financial management.	C5. The ability to appreciate functional management areas and describe the interconnections among the different types of functional management.

UNIT 6. SUSTAINABLE TOURISM AND THE DIFFERENT TOURIST SECTORS

- 6.1. Tourist destinations
- 6.2. Visitor attractions
- 6.3. Tour operations
- 6.4. Transport
- 6.5. Hospitality

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C6. The ability to identify and describe the role of tourist destinations and their attractions as well as the different tourist sectors and their impacts.	C6. The ability to assess the positive and negative roles of tourist attractions and sustainability of tourist destinations and tourist sectors, through carrying capacity measurements, certification schemes and eco-labels.

UNIT 7. SUSTAINABLE TOURISM AND THE DIFFERENT TYPES OF TOURISM

- 7.1. Ecological
- 7.2. Ecotourism or green tourism
- 7.3. Soft tourism
- 7.4. Rural tourism
- 7.5. Community-based tourism
- 7.8. Equitable tourism
- 7.9. Solidarity, pro-poor, and responsible tourism

DISCIPLINARY COMPETENCES	PROFFESIONAL COMPETENCES
C7. The ability to analyze the evolution from mass tourism to sustainable and alternative typologies of tourism and explain the similarities and differences among them.	C7. The ability to integrate the different types of sustainable tourism and their essential roles in the tourism sustainable development success.

8. REFERENCES

Specific literature, relevant web links and multimedia resources will be provided in each theme. Specific videos and web portals will be adapted to the contents and the characteristic of the students.

GENERAL BIBLIOGRAPHY

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NOTE:

The teacher will provide the students with specific references necessary for the development of the activities, except when seeking information and documentation by the students is one of the elements to assess the activity.

9. ASSESSMENT CRITERIA

Important: These criteria could be eventually modified attending the nature of the group or exceptional circumstances.

OPTION A

Attendance & Participation (> 75%) (minimum 75%) (May score up to 10%)	Regular attendance (75% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Activities (Assignments). Individual & Team work. (30%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day's readings to the entire class.
Midterm Project. Team work. (30%)	Team project.
Final Project. Individual. (40%)	Individual project.
In-class Tests (if required) *	* Knowledge and understanding. They can be eventually considered for some specific students, for the final assessment.

Final Project. Individual. Topic approved by the instructor. Students will prepare a 10 page literature review, with a minimum of 5 references. A 15 minute presentation is required at the end of the semester.

OPTION B

Activities (Assignments) (25%)	Individual Assignments
Final Project (25%)	Individual Project
Final Exam (50%)	Knowledge and understanding. Final test of the contents of the thematic block



In either case, in option A or in option B, the grade obtained in each of the sections will be stored until the extraordinary call for the December (third call) of the course in question; therefore, in case the student fails one of the two sections, it would take ALL the theoretical and practical contents of the subject for successive calls.

In other words, in the SECOND and THIRD calls, the grades of the scheduled tools that have been passed in previous calls, but in no case a test partial passed will be saved.

NOTES

- At the moment a student who is being evaluated for modality A exceeds 25% of attendance absences, he / she will be evaluated by modality B, and all the grades obtained in evaluation tools that are programmed for modality A and which are not in mode B will cease to be valid.
- It is necessary to pass each of the two parts (theory and practices) to be able to make the average grade and to pass the subject
- Extraordinary situations or circumstances may be contemplated.
- The evaluation system for foreign students will be adapted to the needs and requirements that are necessary depending on the duration of their stay and the date of departure to their home universities.
- Some components of the evaluation system could be modified if it becomes necessary to make adjustments of objectives and / or contents for some reason, depending on the group characteristics, or due to force majeure reasons.

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		N°	Activity		Exams		Units
	Lessons	Students' work	Lessons	Students' work		Length	Students' work	Exams	Students' work	
Week 1 ^a	3,0	2,0	1,0	3,0						Unit 1
Week 2 ^a	3,0	2,0	1,0	3,0						Unit 1
Week 3 ^a	3,0	2,0	1,0	3,0						Unit 2
Week 4 ^a	2,0	2,0	2,0	3,0						Unit 2
Week 5 ^a	2,0	2,0	2,0	3,0						Unit 3
Week 6 ^a	2,0	2,0	2,0	3,0						Unit 3
Week 7 ^a	2,0	2,0	2,0	3,0						Unit 4
Week 8 ^a	0,0	0,0	0,0	0,0		4,0	16,0			Unit 4
Week 9 ^a	2,0	2,0	2,0	3,0						Unit 5
Week 10 ^a	2,0	2,0	2,0	3,0						Unit 5
Week 11 ^a	2,0	2,0	2,0	3,0						Unit 6
Week 12 ^a	2,0	2,0	2,0	2,0						Unit 6 & 7
Week 13 ^a	2,0	2,0	2,0	2,0						Unit 7
Week 14 ^a	0,0	0,0	0,0	0,0		4,0				
Week 15 ^a	0,0	0,0	0,0	0,0		4,0	16,0			
Week 16 ^a										
Week 17 ^a										
Week 18 ^a										
Week 19 ^a										
Week 20 ^a										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Horas Totales	27	24	21,0	34,0		12,0	32,0			150,0

Activities	
Nº	Description
1	Oral Presentation Midterm. Team Project.
2	Oral Presentation Final. Individual Project.
3	Tutorials.
4	Field trips.
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	48,0
Activities developed in the class (E)	12,0
Exams and test (G)	
Attendance	60
Study (theory and practice) (B)+(D)	
	58,0
Preparation of the activities (F)	32,0
Study for exams (H)	
Students' work	90
TOTAL (STUDENTS' WORK)	150

