

Code - Course	064506 –Sustainable Management of Tourist Destinations		
Thematic Area	Tourism destination planning and management	Year	Third
Course Type	Optional (tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

Tourism destinations bring together an array of highly varied and complex elements and activities which intertwine with each other and with the outside, almost like a system. This subject is focused on the sustainable development of tourism destinations and aims to complement the competencies and skills needed by a good tourism manager.

The starting point will be the analysis of social, economic and environmental impacts and the study of several experiences in activities and tourism spaces in the field of sustainability and municipal management. These approaches allow the students to delve into the knowledge of tourism sustainability, which will be dealt with at a more practical level through the study and application of different types of indicators.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability

GS05- Teamwork.

SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.

SS13- Manage tourism spaces and destinations.

ACADEMIC CONTENTS

1. Impacts of tourism.

1.1. Economic impacts.

1.2. Social impacts.

1.3. Environmental impacts.

2. Sustainable tourism: Sustainability as a tourism paradigm.

2.1. Sustainable development: origin, theories and transference to the tourism sector.

2.2. Definition and characteristics of sustainable tourism.

2.3. Deployment of the concept through the main institutional initiatives.

2.4. Phases in the formulation of a sustainable tourism strategy.

2.5. Experiences in the sustainable development of tourism.

3. Indicators: Instruments for the identification and quantification of impacts.

3.1. The role of indicators in tourism planning and management.

3.2. Simple indicators, indicator systems and indices.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussion
- Case studies

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of evaluation	Continuous	Single
Exercises, reports, readings ...	50 %	40 %
Participation in class (debates, dynamics, etc.)	10 %	---
Individual Written Final Exam	40 %	60 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

ANTÓN CLAVÉ, S. i GONZÁLEZ REVERTÉ, F. (coord.) (2007): *A propósito del turismo. La construcción social del espacio turístico*. Editorial UOC, Barcelona.

BELL, S. i MORSE, S. (2003): *Measuring Sustainability: Learning from doing*. Earthscan Publications, Londres.

BLACKSTOCK, K.; MCCRUM, G.; SCOTT, A. i WHITE, V. (2006): *A Framework for Developing Indicators of Sustainable Tourism*. The Macaulay Institute & The Cairngorms National Park, Aberdeen (Escòcia).

BUTLER, R.W. (1999): "Sustainable tourism: A state-of-the-art review", en *Tourism Geographies*, 1: 1, pp. 7-25.