

**COURSE DATA****Data Subject**

<b>Code</b>	35138
<b>Name</b>	Tourism and sustainable development
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2020 - 2021

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1317 - Degree in Tourism	Faculty of Economics	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	27 - Tourism economics and policy II (AP Tour.dest.plan)	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
NACHER ESCRICHE, JOSE MARIA	110 - Applied Economics

**SUMMARY**

The subject has an eminently pragmatic educational objective. It deals with real projects that in recent years seek to make their status as tourist destinations compatible with sustainable development processes in the territories. To do this, first introduce the concepts and arguments related to development and sustainable tourism. It constitutes a natural extension of the core subjects related to the planning and management of destinations.

**PREVIOUS KNOWLEDGE****Relationship to other subjects of the same degree**



There are no specified enrollment restrictions with other subjects of the curriculum.

### **Other requirements**

Know the contents of the subjects related to public action in all its areas in the courses 1, 2, 3.

## **OUTCOMES**

### **1317 - Degree in Tourism**

- Analyse the economic dimension of tourism.
- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Understand the legal framework regulating tourism activities.
- Identify and manage tourist areas and destinations.
- Manage the tourist territory according to the principles of sustainability.
- Understand a public plan and the opportunities that it affords for the private sector.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Know the objectives, strategy and public instruments of planning
- Know the main initiatives to enhance cultural heritage.
- Understand the characteristics of cultural heritage management.

## **LEARNING OUTCOMES**

- Analysis of the economic dimension of tourism.
- Knowledge of the main markets, sectors and agents of current tourism.
- Analysis of social and political dimension of tourism.
- Knowledge of the main contemporary tourism policies.
- Evaluation of the tourism potential of a territory.
- Elaboration of tourism policy strategies.
- Knowledge of tourism market and sectorial characteristics in the surroundings: Valencian Community.
- Understanding the Sustainable Development.
- Relational skills of communication and negotiation.
- Knowledge of the cultural diversity and protection of the natural, cultural and artistic heritage of the territories.

**DESCRIPTION OF CONTENTS****1. Theme 1 The Sustainable Development****2. Theme 2 The Sustainable Tourism****3. Theme 3 Elaborate Real Sustainable Tourism Projects****4. Theme 4 Experiences of Sustainable Tourism on a Large Scale: Urban and Coastal****5. Theme 5 Experiences of Sustainable Tourism at a Minor Scale: Rural and Natural****6. Theme 6 Evaluation and Control of Sustainable Tourism****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	10,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	15,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	7,50	0
<b>TOTAL</b>	<b>112,50</b>	

**TEACHING METHODOLOGY**

The Theory sessions work as master classes in which knowledge about concepts, propositions, methodologies and real cases is exposed. The Practices sessions familiarize the student with actors, activities and projects in leisure and tourism oriented by Sustainable Development and provide



opportunities for on-site evaluation and resolution of cases individually and collectively.

## EVALUATION

The continuous assessment of the activities carried out individually and collectively during the course represents 30% of the final grade and a final examination of the knowledge and skills made available accounts for the remaining 70%. This examination may adopt methodologies consisting of an objective test or test and / or an analysis-resolution of the case, either in whole or in part. The methodological choice for the exam will be announced well in advance.

## REFERENCES

### Basic

- Almenar, R.; Bono, E.; García, E. (Dirs.) (2000): Desarrollo Sostenible. El caso Valenciano. PUV.
- Sancho, A. (Dir): Auditoría de Sostenibilidad de Destinos Turísticos. ReproExpres. UV.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

### 1.- Contenidos.

Se mantiene

### 2.- Volumen de trabajo y planificación temporal

Se mantiene

### 3.- Metodología docente

Se minimiza el peso de la actividad colectiva en las sesiones de formación práctica

### 4.- Evaluación

Se minimiza el peso de la actividad colectiva en el 30% de Evaluación Continua. El examen con peso de 70% incluye el desarrollo de un proyecto individual -30%-

### 5.- Bibliografía

Se mantiene

