

**COURSE DATA****DATA SUBJECT**

Code: 35138
Name: Tourism and sustainable development
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Tourism economics and policy II (AP Tour.dest.plan)	ELECTIVES

COORDINATION

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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.

COMPETENCES / LEARNING OUTCOMES



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

DESCRIPTION OF CONTENTS

1. How can sustainability facilitate development?

- 1.1.- Basic Concepts and Propositions
- 1.2.- Green economy
- 1.3.- Sustainability as a development model
- 1.4.- Analysis: Human Development Index
- 1.5.- New conceptual parameters

2. How is sustainability incorporated into tourism activity?

- 2.1 Sustainability as an element of destination differentiation and innovation.
- 2.2 Processes for integrating sustainability into tourism activities.
- 2.3 Case study 1: nature and sun and beach tourism.
- 2.4 Case study 2: urban and cultural tourism.



3. How to manage change from public policies and from the tourism company?

- 3.1 Changing the model of sustainable tourism production
- 3.2 The political practice for a sustainable tourism planning;
- 3.3 The shift of the tourism enterprise towards sustainability
- 3.4 Case study: Costa Rica, a sustainable tourism destination

4. How to plan a tourist destination in a sustainable way?

- 4.1 Tools and strategies for the planning of a sustainable tourism destination
- 4.2 Instruments and examples for the management of a sustainable tourism destination.
- 4.3 Professional future. Conclusions.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	15,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	10,00
Independent study and work	20,00
Preparation of lessons	12,50
Preparation for assessment activities	15,00
Resolution of case studies	0,00
Total hours	67,50

TEACHING METHODOLOGY

From a teaching point of view, the course has two different blocks: theoretical classes and seminars/field trips. The use of tutorials and virtual classroom is also recommended.

Theoretical classes. The theory classes will be based on the professor's explanations (participative master class), on the study of the basic and/or complementary recommended bibliography, and on the participation and competence of the students to debate on the subject matter of each class.

Likewise, in order to get the maximum benefit from the master class, students are recommended to prepare each topic, for which they are encouraged to make use of the bibliography provided. Likewise, other



didactic resources provided by the teacher will be used. In each of the topics, the teaching resources are structured as follows:

- *Basic bibliography*, in which a series of manuals are indicated to adequately cover the topic in question in terms of points to be covered and level of depth.
- *Support readings* (recommended and for further reading). Their reading will allow students to have a much broader and richer vision of the contents of the subject exposed in class or addressed in the basic bibliography.
- *Internet addresses*, which aim to bring the student closer to institutions, associations or magazines to obtain current and real information and contact on issues directly related to the subject under study.

Seminars/field trips. There will be 4 seminars or field trips throughout the course of compulsory attendance. Students will have to prepare each activity in advance and make a report afterwards following the teacher's indications.

On the other hand, tutoring is considered to have several important functions that the students have to take into account: firstly, to solve doubts or comments in relation to the theoretical contents; secondly, to solve issues related to the different practical components of the subject; thirdly, to guide the students in the expansion of knowledge on topics that arouse their interest.

EVALUATION

The evaluation criteria are as follows:

	Maximum qualification	Minimum grade
Final test	6	2,6
Seminars and field trips	4	1,6

- All activities are compulsory.
- The final grade will be the result of the sum of the partial grades. However, in order to be eligible for the final grade, it is REQUIRED to reach the minimum scores indicated in the table. Any score below these minimums will result in an overall failing grade.
- There is no possibility of doing complementary activities to "raise the grade".



- For the second call, the grade of the parts that have exceeded the minimum grade will be maintained, with the exception of the continuous evaluation, which is not recoverable.
- According to article 11.g of the Law 3/2022, of February 24, of university coexistence, regarding the use of artificial intelligences (AI) as ChatGPT, it will be considered a very serious fault to plagiarize totally or partially a work, or to commit academic fraud in the elaboration of any work or activity requested to the students. Academic fraud will be understood as any premeditated behavior aimed at falsifying the results of an exam or work, their own or others (including the misuse of AI), made as a requirement to pass a subject or accredit academic performance.

REFERENCES

- Artal-Tur, Andrés & Kozak, Metin. (2015). Destination Competitiveness, the Environment and Sustainability: Challenges and Cases. Celdrán Bernabeu. (2022). Estrategias y políticas de turismo sostenible / Marco A. Celdrán Bernabeu (Segunda edición / Revisión a cargo de: Silvia Grünig Iribarren). Editorial UOC. Fernández Fernández. (2020). El turismo sostenible en España: análisis de los planes estratégicos de sostenibilidad de Zaragoza y Barcelona. Rotur: revista de ocio y turismo, 1, 94106. <https://doi.org/10.17979/rotur.2020.14.1.5942> Gascón Gutiérrez. (2016). El turismo sostenible es un gremlin? De la autogestión local a la gentrificación. Ecología política: cuadernos de debate internacional, 52, 3542. Grünig Iribarren. (2022). Tendencias de los métodos de investigación y profesionales en turismo sostenible / Silvia Grünig Iribarren (Segunda edición). Editorial UOC. Mantilla Valbuena. (2016). Desarrollo y turismo sostenible en el Caribe / Silvia Mantilla V. [y otros tres]. (Primera edición.). Universidad Nacional de Colombia Sede Caribe. Instituto de Estudios Caribeños, Centro de Pensamiento Gran Caribe. Martín García, Haro Aragón, M., & Leiva Rodríguez, S. (2022). Hacia la generación de valor en el turismo post-Covid a través del turismo inclusivo y sostenible: recorrido histórico, análisis de casos y propuestas de valor. Kult-Ur (Castellón de La Plana), 9(18), 117144. <https://doi.org/10.6035/kult-ur.6349>
- McCool, & Bosak, K. (2019). A research agenda for sustainable tourism / edited by Stephen F. McCool, Keith Bosak. (McCool & K. Bosak, Eds.). Edward Elgar Publishing. Pérez de las Heras. (2004). Manual del turismo sostenible cómo conseguir un turismo social, económico y ambientalmente responsable / Mónica Pérez de las Heras. Mundi-Prensa. Se podrán proponer otras lecturas complementarias a lo largo del transcurso de la asignatura.