



COURSE DATA

DATA SUBJECT

Code: 42987

Name: Sustainable tourism and local society

Cycle: Master's Degree

ECTS Credits: 5

Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Governance of sustainable tourist destinations	ELECTIVES

COORDINATION

YAGÜE PERALES ROSA MARIA

SUMMARY

The potential environmental consequences of economic development have raised concerns within society. This explains the growing interest in the study of sustainability, particularly since the 1970s. This concern for balanced and sustainable development has also extended to tourism activity. The high expectations placed on tourism as a driver of regional and local development require a rigorous approach to planning and management, aligned with natural and cultural resources, as a guarantee of competitiveness and a sustainable future for the sector.

Many stakeholders are involved in this process and play important roles, but it is undeniable that the success of sustainable tourism largely depends on the engagement of the local population.

The primary objective of this course is to analyze the scientific foundations for adopting sustainability criteria in the development of tourism destinations. The course then focuses specifically on the analysis of tourism sustainability in Europe, with particular attention to Spain and the Valencian Community, as they are the reference territories for the University of Valencia.

Finally, the course includes a review and analysis of selected cases of sustainable tourism development in the region, examining the degree of local community involvement in the success of these projects.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2135 - Master's Degree in Tourism Management and Planning

Actuar en el marco de los Derechos Humanos, los principios democráticos, los principios de igualdad entre mujeres y hombres, de solidaridad, de protección medioambiental, de accesibilidad universal y diseño para todos, y de fomento de la cultura de la paz.

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Capacidad para trabajar en un equipo y enfrentarse a situaciones problemáticas de manera colectiva.

Habilidades para buscar, procesar y analizar información procedente de fuentes diversas.

Manejar las TICs.

DESCRIPTION OF CONTENTS

1. Towards Sustainable Tourism

- 1.1. Origin and Definition
- 1.2. Stakeholders Involved in Sustainable Tourism Development
- 1.3. Implementation of Sustainable Tourism: Impact of COVID-19
- 1.4. SDGs (Sustainable Development Goals)
- 1.5. Sustainability and Intelligence

2. Sustainable Tourism in the EU, Spain, and the Valencian Community

- 2.1. Sustainable Tourism in the EU: Analysis and Strategies
- 2.2. Sustainable Tourism in Spain: Analysis and Strategies
- 2.3. Sustainable Tourism in the Valencian Community: Analysis and Strategies



3. Sustainable Tourism Products

- 3.1. Ecomuseums
- 3.2. Greenways
- 3.3. Fair Tourism, Accessible Tourism, Responsible Tourism
- 3.4. Other Types of Sustainable Tourism

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	25,00
Seminar	15,00
Total hours	40,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	45,00
Independent study and work	20,00
Preparation of lessons	15,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	85,00

TEACHING METHODOLOGY

- **Theoretical sessions:**
Lectures will follow an expository format, supported by illustrative examples. Student participation will be required, and any questions posed by the professor will be discussed in class.
- **Practical sessions:**
 - **Group work classes:** resolution of questions or case studies related to each of the topics covered in the theoretical sessions, which must be presented in class.
 - **Seminars** conducted by professionals from the tourism sector, serving as a complement to the theoretical sessions.
- **Tutorials:**
 - **Individual and voluntary:** may be held in person, according to the schedule provided by the professor, or online, in accordance with the regulations of the University of Valencia.
 - **Group and voluntary:** similar in format to the individual tutorials, but aimed at resolving



questions that may arise during the preparation of group assignments.

EVALUATION

The course uses the following system for assessing student competencies:

- **Evaluation of theoretical and practical activities** through the preparation of group reports and/or oral presentations. Additionally, in order to successfully complete the course, students must submit an **individual assignment** focused on a known case or proposal of sustainable/unsustainable tourism. This assignment should allow students to apply the knowledge acquired throughout the course. This component will account for **80%** of the final grade:
 - **60%** Final DTS Project
 - **10%** Two group assignments
 - **10%** Individual oral presentation
- **Continuous assessment** of each student, based on regular attendance to classes and in-person activities, participation, and the level of engagement in the teaching-learning process. This component will account for **20%** of the final grade.

REFERENCES

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Molina Azorín, J. F., Tarí, J. J., López Gamero, M. D., Pereira Moliner, J., Pertusa Ortega, E.M. ., & Antón López, A. I. (2022). Los destinos turísticos inteligentes y la sostenibilidad. *Revista De Estudios Empresariales. Segunda Época*, (2), 51-71. <https://doi.org/10.17561/ree.n2.2022.7041>

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Pulido Fernández, J.I; Pulido Fernández, C (2015): ¿¿Sigue vigente el paradigma del turismo sostenible?. Reflexiones a la luz de la literatura reciente¿, *Revista PASOS*, 13(6):1315-1335.



Sancho, A. (Dir.), García Mesanat, G., Pedro, A., Yagüe, R.M. (2005): Auditoría de sostenibilidad en los destinos turísticos. 2ª edición, Repro Expres. Valencia.

Vera J. F. y Josep A. Ivars J. A. (2020). El impacto del covid-19 en la actividad turística de la Comunitat Valenciana. Institut Universitari d'Investigacions Turístiques Universitat d'Alacant.

Bibliografía complementaria:

Cañizares Ruiz, MC (2013): ¿Sostenibilidad y turismo: De la documentación internacional a la planificación en España <Horizonte 2020>?, Boletín de la Asociación de Geógrafos Españoles N.º 61, págs. 67--92, I.S.S. N.: 0212--9426. <https://dialnet.unirioja.es/descarga/articulo/4157711.pdf>

Ferrandis Martínez (2016): ¿A propósito del Desarrollo Sostenible: Origen, evolución y teorías alternativas?. Terra 2 págs 74-96, ISSN 2386-9968. DOI: 10.7203/terra.2.8216

López Sánchez, Y; Pulido Fernández, JI (2013): ¿La sostenibilidad en la política turística española. ¿Avances o retrocesos? Papers de turisme, ISSN 0214--8021, págs. 44--68 <https://dialnet.unirioja.es/servlet/articulo?codigo=4297985&orden=405416&info=link>

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