

Academic year	2015-16
Subject	11487 - Tourism Sustainability
Group	Group 1, 1S
Teaching guide	A
Language	English

Subject identification

Subject	11487 - Tourism Sustainability
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 1S (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Antoni Riera Font antoni.riera@uib.es	10:00	11:00	Wednesday	14/09/2015	31/07/2016	DB_231

Contextualisation

The tourist system finds itself at a crossroads, in a phase of transition, between what it was and what it will be. Some of its comparative advantages are on the brink of disappearing, without there being any new ones in sight. This is why it should move towards new conceptual schemes where a guarantee for the future is founded on innovation and not only on adaptation, otherwise returns derived from tourist activity will be lost.

Thus, making the principles of the maximisation of profits compatible with the limits of nature, the conservation of the environment and the ultimate aspiration of guaranteeing welfare, requires not only a modification of the goals of the tourist policy, but also a commitment of the economic and social agents, through a deep change in the lifestyle, scale of values and economic culture which impregnates the society. It is also an ethical requirement for future generations, so that they will likewise be able to satisfy their needs.

This type of approach must necessarily focus on the long term, since issues of a structural kind take time to form and become established, and consequently if they are to be modified, there is no other option than to propose strategic goals and guidelines in agreement with this time period. Nevertheless, the visualisation of the long term must not make us forget that the longest road always begins with the first step. It is time, therefore, to begin a process of transformation, and to build a new tourist culture which, from a holistic approach, taking into account the multiple dimensions inherent in tourism and the interrelations which it establishes, ensures the destination's international position and, at the same time, stimulates a lasting path of economic growth, without jeopardizing the welfare of future generations, as the only way to guarantee regional prosperity.

Everything considered, moving towards a new tourist culture implies accepting the challenge of sustainability and ensuring competitiveness by managing the complexity of the situation; three challenges on the same road, which allow individual interpretations but which cannot be undertaken separately.

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The fact is that the returns derived from the adoption of a sustainable pattern will not give any competitive advantage if the ability to express them in a greater contribution of value is not established in each one of the processes (interactions) that take place in different dimensions of the tourist system, and vice versa.

Requirements

Skills

Specific

- * CE3 – To be able to analyse the different possibilities available to define a sustainable growth pathway in the environment of a local or global company..
- * CE4 – To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region..

Generic

- * CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector..
- * CG4 – To be able to interpret and evaluate critically the results obtained regarding the sustainability and competitiveness of the tourism system..
- * CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development..

Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Theme content

- Unit 0. Introduction: Moving towards a new tourist culture
 - * The challenge of complexity
 - * The challenge of competitiveness
 - * The challenge of sustainability
- Unit 1. Sustainable Development
 - * Historical context
 - * Sustainability revised
 - * Sustainability Science
- Unit 2. Sustainable Tourism
 - * Current conceptualization of sustainable tourism

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* Reconceptualizing sustainable tourism

Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical Lessons	Large group (G)	The theoretical foundations that students must acquire during the course will be presented in these classes. The theoretical lessons will follow the program presented above.	10
Practical classes	Practical Lessons	Large group (G)	The practical classes will be devoted to the presentation, discussion and resolution of case studies and to the presentation and discussion of the projects carried out by the students.	6
Assessment	Final exam	Large group (G)	Final exam to evaluate the acquired knowledge.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Group self-study	Individual self-study	Individual self-study to acquire the contents developed in the course.	40
Group or individual self-study	Group self-study	Work in-group to apply the theoretical and practical content of the course.	17

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment



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Practical Lessons

Modality	Practical classes
Technique	Observation techniques (non-retrievable)
Description	The practical classes will be devoted to the presentation, discussion and resolution of case studies and to the presentation and discussion of the projects carried out by the students.
Assessment criteria	Analysis of short case studies where the student will be required to apply the knowledge acquired during the course.

Final grade percentage: 50%

Final exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	Final exam to evaluate the acquired knowledge.
Assessment criteria	Written test that will assess the knowledge acquired by students based on short-answer questions and case study resolution. This objective test represents the 50% of the final grade and can be recovered in the extraordinary period of assessment indicated in the course calendar.

Final grade percentage: 50%

Resources, bibliography and additional documentation

Basic bibliography

Miller, G. and Twining-Ward, L.(2005) Monitoring for a Sustainable Tourism Transition. The Challenge of Developing and Using Indicators. CABI Publishing

