

Academic Year: ( 2024 / 2025 )

Review date: 23-04-2024

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: VELAZQUEZ CHENA, LUIS RICARDO

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

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The objective of the course is to present to the students the principles of management and planning of touristic destinations and spaces and activities according to the principles of sustainability. To achieve this objective, the student must acquire a series of knowledge, skills and attitudes.

#### Knowledge

- Know the new models of sustainable tourism development.
- Know and know how to develop public and private instruments for management and planning sustainable tourism spaces and activities.
- Know the methodologies and tools necessary for the writing of sustainable tourism projects.

#### Competencies

- Manage the specific tools for the development and design of tourism projects sustainable.
- Ability to identify social and environmental effects of tourism projects.
- Design sustainable tourism projects in practice.
- Write sustainable diagnoses and strategies for tourist activities and destinations.
- Synthesis capacity to translate a project into a compressible and applicable document sustainable tourism.
- Ability to work in a group.

#### Attitudes

- A globalizing attitude that allows relating events of various kinds, as well as understanding the multi-causality of social realities.
- An honest and scientific attitude that enables the handling, interpretation and production of information accurately and objectively
- A participatory attitude that allows, through direct contact with the territory, to observe, recognize and directly interpret the facts and processes in them.
- A critical, committed and responsible attitude that allows awareness of the risks and consequences of certain actions on the territory, promoting social justice, promoting sustainable development strategies and practices.

## DESCRIPTION OF CONTENTS: PROGRAMME

The objective of the subject is that students, beyond what they can study in a transversal way in other subjects, can carry out a monographic and global approach to Sustainable Tourism, reflecting and debating on it, incorporating a broader vision, acquiring concepts and key knowledge and analyzing good and bad practices.

### UNITS:

UNIT 1. CONCEPTS ON SUSTAINABLE TOURISM: PRINCIPLES OF SUSTAINABILITY, CARRYING CAPACITY, ETC .

UNIT 2. GUIDELINES, STRATEGIES, PLANS, PROGRAMS, PROJECTS AND OTHER INSTRUMENTS

## LINKED TO SUSTAINABLE TOURISM

### UNIT 3. INDICATORS LINKED TO SUSTAINABLE TOURISM

#### CASE STUDIES FOR THE SUSTAINABLE MANAGEMENT OF TOURIST DESTINATIONS:

- CS1. Tourism sustainability in natural heritage and biodiversity. Ecotourism
- CS2. Tourism sustainability linked to rural destinations. Rural tourism
- CS3. Tourism sustainability in urban destinations
- CS4. Tourism sustainability, mobility and transport
- CS5. Tourism sustainability and accommodation
- CS6. Tourism sustainability and tourism service companies

## LEARNING ACTIVITIES AND METHODOLOGY

### A. Lectures

Presentations in class by the teacher with the support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the learning of the students.

The presentations will be uploaded to the Aula Global in PDF format.

### B. Coursework:

Prepare an individual subject work

### C. Seven practices

individual character

- Practice 0: Introduction
- Practice 1: CS1. Tourism sustainability in natural heritage and biodiversity. nature tourism
- Practice 2: CS2. Tourism sustainability to rural destinations. rural tourism
- Practice 3: CS3. Tourism sustainability in urban destinations
- Practice 4: CS4. Tourism sustainability, mobility and transport
- Practice 5: CS5. Tourism sustainability and accommodation
- Practice 6: CS6. Tourism sustainability and service companies

### D. Final exam:

From the materials seen in class.

### E. Mentoring

During the training sessions there will be presentations by the students.

Use of Artificial Intelligence tools in this subject: Use of Artificial Intelligence tools selectively allowed in this subject. The faculty may indicate a list of works and exercises that the student can perform using AI tools, specifying how they should be used, and how the student should describe the use made of them. If the use of AI by the student gives rise to academic fraud by falsifying the results of an exam or work required to accredit academic performance, the provisions of the Regulation of the University Carlos III of Madrid of partial development of the Law 3/2022, of February 24th, of University Coexistence will be applied. Some permitted uses:

- ¿ reference search and bibliographic resources, etc
- ¿ propose and contrast scenarios
- ¿ other exercises

## ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

## EVALUATION SYSTEM

The evaluation will be based on the following criteria:

- Course work: 35%.
- Practices: 35%.
- Final exam: 30%.

Percentage weight of the Final Exam: 30

Percentage weight of the rest of the evaluation: 70

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

#### BASIC ELECTRONIC RESOURCES

- Azcárate T., Benayas J., Nerilli G. y Justel A. (2019) . Guía para un Turismo sostenible. Retos del sector turístico ante la agenda 2030. REDS, Madrid: <https://reds-sdsn.es/wp-content/uploads/2019/10/Gui%CC%81a-para-un-turismo-sostenible-REDS-RTI-web.pdf>
- Club Ecoturismo en España. (23 de abril de 2023). . Soyecoturista.com. : <http://www.soyecoturista.com>
- EUROPARC . El Turismo Sostenible: <https://www.europarc.org/sustainable-tourism/>
- Gobierno de España. (2023). . Estrategia de Sostenibilidad Turística en Destinos.: <a href="https://sede.serviciosmin.gob.es/\_layouts/15/GestorDescargas.ashx?s=AP&k=43780" target="\_blank">[https://sede.serviciosmin.gob.es/\\_layouts/15/GestorDescargas.ashx?s=AP&k=43780](https://sede.serviciosmin.gob.es/_layouts/15/GestorDescargas.ashx?s=AP&k=43780)</a>
- MICyT (2019) . Directrices Generales de la Estrategia de Turismo Sostenible de España 2030: <https://turismo.gob.es/es-es/estrategia-turismo-sostenible/Documents/directrices-estrategia-turismo-sostenible.pdf>
- UNWTO. (2022). . Tourism for SDGS: <https://tourism4sdgs.org/>