

TOURISM DIPLOMA

2006-2007 Academic Year

Subject: Sustainable Tourism

Lecturer: Josep Boyra Amposta

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Carrasco i Formiguera, 32 · 08017 Barcelona · Tel. 93 6023030 · Fax 93 6023006
tur@tsi.url.edu · www.tsi.url.edu

TOURISM DIPLOMA – SUBJECT PROGRAMME
SUBJECT: Sustainable Tourism
CODE: OP340
SUBJECT TYPE: Optional
YEAR: 2006-2007
ECS CREDITS: 3
SEMESTER: First
LECTURER: Josep Boyra Amposta
LANGUAGE: English
1. General description of the subject (3 lines):

The course program will assess the concept of sustainable tourism development through different articles, readings and presentations, as well as some field trips related to tourism sustainability.

2. Competencies within the subject

TRANSVERSALCOMPETENCIES	Explained	Practiced	Evaluated
<i>PERSONAL COMPETENCIES.</i>			
• <i>Competencies of motivation and emotion:</i>			
o Orientation towards achievement.			
o Initiative and entrepreneurial spirit.			X
o Optimism.			
o A commitment to ethics.	X		
• <i>Competencies of self-image and self-management</i>			
o Knowledge of yourself.			
o Control over your emotions.			
o Self-confidence.			
o Flexibility / adaptability.			
<i>SOCIAL AND INTERACTION COMPETENCIES.</i>			
• <i>Interpersonal Competencies:</i>			
o Interpersonal Empathy/Comprehension.			
o Team work and collaboration.		X	X
o Conflict management.			
• <i>Social and Interaction competencies:</i>			
o Comprehension of diversity		X	
o Orientation towards others/the client.			
o Work in an international setting.		X	
o Sensitivity and intercultural awareness.		X	
<i>MANAGEMENT COMPETENCIES.</i>			
• <i>Instrumental Competencies:</i>			
o Planning and organisation.			
o Research and management of information.		X	X
o Communication in one´s mother tongue and in a foreign language.		X	X
o Capacity for analysis and synthesis.		X	X
o Problem solving and decision making.			
• <i>Leadership competencies:</i>			
o Comprehension and organisation			
o Personal development.			
o Directing people.			
o Leadership.			

SPECIFIC COMPETENCIES (ANECA)	F	P	C
1- To understand the principles of tourism: dimensions of space, culture, legal, political, professional and economical.			X
2- To analyse the economical dimension of tourism			
3- To understand the dynamic and changing nature of tourism and of the new leisure society.		X	
4- To learn about the main political-administrative structures in tourism.		X	
5- To convert empirical problems into subjects for research and a basis for problem solving.			
6- To have a clear definition of customer service.			
7- To recognise the main tourist agents.			
8- To evaluate the potential in tourism and analysis of its development.		X	
9- To critically analyse, synthesis and summarise elements of economical and cultural heritage in tourism organisations.			
10- To manage financial resources			
11- To define objectives, strategies and sales policies.			
12- To direct and manage various types of tourism entities.			
13- To manage communication techniques.			
14- To understand the legal framework which regulates tourism activity.			
15- To work in English as a foreign language.		X	
16- Oral and written communication in a second foreign language.			
17- Oral and written communication in a third foreign language.			
18- To identify and manage tourism spaces and destinations.	X		
19- To manage tourism territories in accordance with principles of sustainability.	X		
20- To learn the operative processes of the accommodation area			
21- To learn the operative processes of the restaurant area			
22- To acquire knowledge in the area of operative processes of intermediaries			
23- To analyse impacts generated by tourism.			
24 – To analyse and utilise communication and information technologies (tic) in the different areas of the tourism sector.			
25- To understand a public plan and the opportunities derived for the private sector.			
26- To plan and manage human resources of tourism organisations.			
27- To understand the workings of destinations, the touristic structure and the business sectors worldwide.			
28- To learn about the objectives, strategies and instruments used in public planning	X		
29- To work in different sociocultural settings.		X	
30- To learn about initiatives to promote cultural heritage.			
31- To understand the characteristics of cultural heritage management			
32- To detect necessities of technical planning of infrastructures and installations in tourism.			

F: Fundamental

P: Partial

C: Complementary

3. Objectives for the subject.

- Understanding territorial and environmental Catalan resources for tourism and spatial distribution of tourism development patterns in the region
- Recognize and assess the world-wide importance of natural resource conservation and sustainable tourism development
- Learn current tourism environmental enterprise and organization practices
- Learn how to maintain natural destinations through sustainable tourism management

4. Contents.

- Geographical approach to the Catalonian region through specific sustainable tourism development case studies
- International review of the sustainable tourism development concept and its implications on the environment
- Environmental measures and devices in tourism production
- Comprehensive sustainable tourism management considering all main actors involved in tourism development processes

5. Methodology.

- Reading comprehension of key sustainable tourism articles, written by renowned scholars and international organizations in order to grasp in depth the significant contributions that characterize the present sustainable tourism development scenario
- Presentation and discussion in work teams of the articles mentioned above. Students will be encouraged to develop their own criteria and communicate it to the rest of the class.
- An individual written review of an internet site related to the course content
- A group written review on a specific course theme chosen by each work team
- Field trips to local tourism facilities managed with sustainable concerns to exemplify the current degree of implementation of sustainable principles and practices at local scale

6. Learning activities and distribution of work load (in student work hours).

The total number of work load per student for this course is 60 hours distributed as follow:

- Classroom course 20 hours total distributed in 10 weekly sessions of 2 hour blocks
 - Content presentation by professor 5 hours total
 - Articles analysis and discussion 5 hours total
 - Team presentations and debate 5 hours total
 - Field trip assessment and final written essay examination 5 hours total
- Individual work 20 hours total distributed in 10 weekly sessions of 2 hours duration
 - Reading comprehension of articles 10 hours total
 - Preparation of written reviews 10 hours total
- Team work 10 hours total distributed in 2 weekly sessions of 5 hours duration :
 - Preparation of team presentation 5 hours total
 - Preparation of a group written review on a specific course theme chosen by each work team 5 hours total
- Field trips (possibly 2) 10 hours total distributed in 2 weekly sessions of 5 hours duration

7. Evaluation activities.

- Classroom course evaluation
 - Articles analysis and discussion 15%
 - Team presentations and debate 15%
 - Final written essay examination 15%
- Individual work evaluation
 - Research and composition of written reviews 15%
- Team work evaluation
 - Preparation and exposition of team presentation 15%
 - Research and composition of group written review on a specific course theme chosen by each work team 15%
- Field trip evaluation
 - Field trip participation and involvement 10%

8. Bibliography.

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9. Observations.

Point 6. Learning activities and work load distribution in hours per student may vary according to the students performance in the various in class activities as well as the field trips logistics and their implementation.