

## **SOCIAL RESPONSIBILITY AND ACCESSIBLE TOURISM**

Degree in Touristic Activities Management

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Code: 15831

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Francisco Joaquim Barbosa Gonçalves

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **Objectives**

The curricular unit of Social Responsibility and Accessible Tourism, taught to students of the 3rd year of the Degree in Tourism Management, aims at sensitizing students to the growing importance of ethics, social responsibility and accessible tourism, at the individual and organizational level, as well as for themes such as accessibility, mobility and equal opportunity for all, promoting social awareness for differences and special needs, while promoting training in the area of tourism management.

### **Learning Outcomes**

Considering the thematic content included in the course and its approach, students should have acquired, at the end of the semester, the following skills:

Understanding the concepts of ethics and social responsibility in the field of tourism;

Knowing and being able to apply social responsibility strategies in the organizational context, critically analyze the social reality of the country and the region in relation to products, services and tourist destinations for all.

Understanding the various concepts in the context of accessible tourism;

Knowing and being able to analyze, plan and manage accessibility in the tourist offer, namely products, services and tourist destinations for all.

### **Course Contents**

Chapter I - Ethics and Social Responsibility in Tourism:

- Concepts and theories;
- Theoretical-analytical framework;
- Ethical decision-making process in tourist organizations;
- Codes of ethical conduct: the World Code of Ethics for Tourism.

Chapter II - Individual and collective social responsibility:

- Ethical dimension of social responsibility;
- Ethical and responsibility challenges towards society and organizations;
- International and national legal framework (fundamental legislation);
- Critical analysis of the social reality regarding products, services and tourist destinations for all regional and national.

Chapter III - Accessible Tourism:

- Conceptual reflection on accessible tourism;
- Target markets and economic opportunity;
- Tourist supply and Accessibility in tourist services;
- Standards and good practices in Tourism;
- Case study: the historic center of Barcelos.

Chapter VI - Management of tourist destinations for all:

- Tourism Development Models;
- Products, services and tourist destinations for everyone;
- Fundamental aspects of an accessible tourism project;
- Analysis of national and international accessible tourism projects;
- Elaboration of a project of an accessible tourist destination as part of a work in groups of 3 or 4 students.

### **Recommended Bibliography**

Ambrose, I., Garcia, A., Papamichail, K. Veitch, C. (2017). Manual de Gestão de Destinos Turísticos Acessíveis. Lisboa: Turismo de Portugal I.P. Retrieved from [www.accessibletourism.org](http://www.accessibletourism.org)

Au--Yong-Oliveira, M. Costa, C. (2017). Social responsibility and organizational culture: Presenting the SResp HED-Index and the SResp IND-Index to improve destination attractiveness and employability. *Revista Turismo Desenvolvimento*, 941–953.

Caldeira, M. J., Silva, N. Nunes, F. (2017). TURISMO ACESSÍVEL EM GUIMARÃES. OPORTUNIDADE E DESAFIO PARA UMA CIDADE INCLUSIVA. *HOLOS*, (4), 341–356. <https://doi.org/10.15628/holos.2017.5274>

Devile, E. (2006). A Acessibilidade da Oferta Turística para Pessoas Portadoras de Deficiências: O caso do Município da Lousã como exemplo de boas práticas. *Revista Turismo Desenvolvimento*, (6), 139–148.

Devile, E. (2009). O Desenvolvimento do Turismo Acessível: dos Argumentos Sociais aos Argumentos de Mercado.

Revista Turismo Desenvolvimento, (11), 39–46.

Deville, E., Garcia, A. Carvalho, F. Neves, J. (2012). Turismo Acessível em Portugal - Estudo de casos de boas práticas. Revista Turismo Desenvolvimento, (17/18), 1403–1416.

Gomes, B.M.A Magalhães, F. S. (2013). Turismo e ética: o entendimento de turistas. *Tourism and Ethics: The Tourist's Understanding.*, 13(1), 1–11.

Jesus, T., Sarmiento, M. Duarte, M. (2017). Ética E Responsabilidade Social. Dos Algarves: A Multidisciplinary e-Journal, 29(2017), 3–30. <https://doi.org/10.18089/DAMeJ.2017.29.1>

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Montes, R., Aragal, F. (2009). Turismo Acessível ou Turismo para Todos? Sustentabilidade do Negócio. Revista Turismo Desenvolvimento, (11), 141–145.

Prates, J. Garcia, A. (2009). Turismo Acessível em Portugal - O Caso do Turismo para Pessoas com Mobilidade Reduzida. Revista Turismo Desenvolvimento, (11), 171–179.

Queirós, M. (2012). Ética e Turismo. Revista Turismo Desenvolvimento, 1133–1144.

Rego, A. et al. (2006). Gestão ética e socialmente responsável: teorica e prática. Lisboa: RH Editora.

Santos, E. (2003). Responsabilidade social ou filantropia. Sanare. Revista Técnica Da Sanepar, Curitiba, 20(20), 18–27.

Soares, A. Breda, Z. (2014). Destinos Turísticos Acessíveis a Pessoas com Mobilidade Reduzida - Uma Realidade? O Caso da Cidade de Aveiro. Revista Turismo Desenvolvimento, 3(21/22), 383–396.

Turismo de Portugal. (2012). Guia de Boas Práticas de Acessibilidade na Hotelaria. Turismo de Portugal. Lisboa: Turismo de Portugal I.P.

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### **Learning and Teaching Methods**

Considering that the ethical issues are transversal to the daily life, in the professional activity and in the tourist activities, the curricular unit Social Responsibility and Accessible Tourism aims to sensitize the students to the increasing importance of the ethics and the social responsibility in the present time, endowing them knowledge related to accessible tourism. Thus, the objectives established for this curricular unit are consistent with its programmatic contents, namely, in the identification and understanding of the topics to be addressed and in the knowledge of the methodologies necessary to make the connection between the theoretical contents and the practical part of the curricular unit. There is also a link between the program, the objectives and the recommended bibliography for this course unit. In this sense:

The subject taught in chapter I aims at the student to understand the concepts of ethics and social responsibility in the scope of tourism;

The subject taught in chapter II aims to make the student recognize the importance of ethics and social responsibility today, in terms of human activity at the individual and collective level, namely in the field of tourism;

The subject taught in chapter III aims to make the student understand the various concepts in the context of Accessible Tourism;

The subject taught in chapter IV aims to make the student aware and able to analyze, plan and manage accessibility in the tourist offer, namely the products, services and tourist destinations for all.

### **Assessment Methods**

The evaluation of students must be continuous and operationalized through 3 mandatory elements:

- 50% - Final test (students must get a minimum of 8 points);
- 30% - Work in groups of 3 to 4 students having a mandatory presentation;
- 20% - Individual exercises in the context of the classroom and participation in activities organized within the scope of this course.

The final grade is equal to the mean of the test (50%), individual exercises (20%) and work in groups (30%).

Note: students with worker-student status (or other special status) may choose to replace the work (group and individual) with 2 tests weighing 50% each. This option must be communicated to the teacher via email at the beginning of the semester.