

SOCIAL RESPONSIBILITY AND ACCESSIBLE TOURISM

Degree in Touristic Activities Management

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Code: 15831

Main Scientific Area: Hospitality and Tourism

Lecturer: Eva Maria Machado Miranda

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The study unit Social Responsibility and Accessible Tourism main objective is: 1. to raise students' awareness towards the growing importance of ethics and social responsibility, at an individual and organizational level, namely in the scope of Tourism, and 2. to the themes of accessibility, mobility and equal opportunity for all, promoting awareness to social aspects of difference and special needs, as it promotes training in tourism management for all.

Learning Outcomes

Considering the study unit thematic contents and their approach, the students should be able to:

- Recognize the importance of ethics and social responsibility at individual and collective levels,
- Know and apply ethical and social responsibility strategies in the organizational context, particularly in tourism
- Recognize the importance of accessible tourism and analyze accessibility in the tourist offer, namely products, services and tourist destinations for all
- Understand the fundamental aspects of an accessible tourism project and the management of tourist destinations for all.

Course Contents

I.Ethics and social responsibility

- concepts: ethics, social responsibility and sustainability
- the process of ethical decision making in organizations;

- codes of ethics: the Global Code of Ethics for Tourism

II.Social responsibility in Tourism and tourist activities

- the ethical dimension of social responsibility
- ethical challenges and responsibility towards tourist organizations and companies

- sustainability and good practices in tourism

III. Accessible tourism

- the concept of “Tourism for All”;
- international and national legal framework (basic legislation);
- tourist offer: accessibility in tourist services

- products, services and tourist destinations for all

Recommended Bibliography

Abranja, n. et al. (Org.) (2010). “Turismo Acessível – Estudos e Experiências”, Edições Pedagogo, Mangualde, Portugal.

Buhalis, D. e Simon Darcy (Ed.) (2011). Accessible Tourism: Concepts and Issues, Channel View Publications, UK.

Buhalis, D., Darcy, S. e Ivor Ambrose (Ed.) (2012). “Best Practice In Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism”, Channel View Publications, UK.

Ferrell, O.C. et al. (2002). “Business ethics: ethical decision making and cases”. Boston: Houghton Mifflin Company.,

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

Treviño, L.K. e Nelson, K.A. (2004). “Managing Business ethics: straight talk about how to do it right”. Wiley.

Learning and Teaching Methods

Considering that ethical issues are transversal to the everyday life, to professional activity and to management in the area of tourism activities, the main objective of the study unit Social Responsibility and Accessible Tourism is to make students aware of the growing importance of ethics, social responsibility and accessible tourism. In this context, it is carried out an approach to the fundamental concepts and to the social responsibility and ethical decision-making process, particularly in the field of tourism and of the good practices in tourism (O1.), as well as to the importance of the accessible tourism, through the analysis of the issues of accessibility, mobility and equal opportunities in the tourist offer, namely products, services and tourist destinations for all, and the management of tourist destinations for all. (O2.).

Assessment Methods

Continuous evaluation – written test (face-to-face; 50%, minimum grade – 8,0 points), group project work (face-to-face; 40%, with presentation/defense of written report), presence with active participation in class activities (10%).

Students are approved if the average of the three evaluation items is equal or superior to 10,0 (ten, zero) points.

Exams – written exam (face-to face; 100%); students are approved if the final mark is equal or superior to 10,0 (ten, zero) points.