

SUSTAINABLE TOURISM AND ECOTOURISM

Code: 344031

Main Scientific Area: Tourism and marketing

Lecturer: Ana Lúcia Veloso de Oliveira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The main objectives of the curricular unit are to explore the possibilities of reflection and research in the development of Sustainable Tourism and Ecotourism, taking into account the relations of mutual dependence between social and biophysical systems and the emergence of new leisure patterns in contact with nature.

Learning Outcomes

Sustainable Development Concepts

Policies to promote sustainable development and the intervention of the various stakeholders:

- a) International organizations and governments
- b) Companies
- c) Civil Society Sustainable Development Indicators

The pillars of Sustainable Development

The Evolution of the Ecotourism Concept

Guiding Principles of the Ecotourism Concept

Motivations habits and experiences as guiding the concept of Ecotourist

Relations between Ecotourism and other types of tourism

The contribution of Ecotourism to the minimization of environmental impacts.

Participation and involvement of communities as a key factor for the success of Ecotourism

Global ecotourism: examples of success and failure.

The National Strategic Tourism Plan in force.

Course Contents

Chapter I - Tourism and Sustainable Development

- 1.1. Tourism and Sustainable Development: Relationship between concepts
- 1.2. History and Principles of Sustainable Tourism
- 1.3. Examples of Sustainable Tourism
- 1.4. Characteristics of the “New Tourist”: “Green” consumer
- 1.5. Influence of the Environment on the Motivations of Tourists

Chapter II - Ecotourism as an engine for Sustainable Development

- 2.1. Conceptualization and Characteristics
- 2.2. Ecotourists: Classification and Characteristics
- 2.3. Ecotourism and Sustainable Tourism in Portugal and in the World
- 2.4. Ecotourism in Portugal: Ecotourism Certification
- 2.5. Ecotourism Opportunities and Threats

Chapter III - Sustainable Tourist Destinations

- 3.1. Destination Concept and Typologies
- 3.2. Importance of Protected Areas for Sustainable Development
- 3.3. Classification of Protected Areas
 - 3.3.1. Natura 2000 Network
 - 3.3.2. Geoparks Network
- 3.4. European Charter for Sustainable Tourism
- 3.5. Role of Tourism and Stakeholders in Sustainable Development

Chapter IV - Sustainable Tourism and the Environment

- 4.1. Positive and Negative Impacts of Sustainable Tourism
- 4.2. Tourism Management Models
- 4.3. Environmental Certification Programs
- 4.4. Tourism Strategy 2027 - Sustainable Tourism Indicator System (SITS)
- 4.5. Good Practices for Sustainable Tourism

Recommended Bibliography

- Bulbeck, C. (2005) *Facing the Wild. Ecotourism, Conservation and Animal Encounters* , Earthscan London.
- Dickinson, J. and Lumsdon, L. (2010) *Slow Travel and Tourism* , Earthscan, London.
- Ghimire, K.B. (ed) (2001) *The Native Tourist. Mass Tourism Within Developing Countries* , Earthscan, London.
- Graci, S. and Dodds, R. (2010) *Sustainable Tourism in Island Destinations* , Earthscan, London.
- Groth, A. (2000) Sustainable tourism and the environment, *Connect* , 25(1), pp. 1-2.
- Hall, D. and Richards, G. (2003) *Tourism and Sustainable Community Development* , Routledge, London.
- Johnston, A.M. (2005) *Is the Sacred for Sale. Tourism and Indigenous Peoples* , Earthscan, London.
- Mann, M. and brahim, Z. (2002) *The Good Alternative Travel Guide* , Earthscan, London.
- Mastny, L. (2001) *Traveling Light: New Paths for International Tourism* , Worldwatch Paper No.159, WorldwatchInstitute.
- Mitchell, J. and Ashley, C. (2009) *Tourism and Poverty Reduction. Pathways to Prosperity* , Earthscan, London.
- Mowforth, M. and Munt, I. (2008) *Tourism and Sustainability: Development, Globalisation and New Tourism in theThird World (3rd Edition)*, Routledge, London.
- Pattullo, P., Minelli, O., Hourmant, P., Smith, P., Viesnik, L. and Dall, A. (2009) *The Ethical Travel Guide (SecondEdition)*, Earthscan, London.
- Robinson, M. and Picard, D. (2006) *Tourism, Culture and Sustainable Development* , Division of CulturalPolicies and Intercultural Dialogue, Culture Sector, UNESCO.
- Sharpley, R. (2009) *Tourism Development and the Environment: Beyond Sustainability?* , Earthscan, London.
- Spenceley, A. (ed) (2008) *Responsible Tourism. Critical Issues for Conservation and Development*, Earthscan,London.
- Wheat, S. (2004) *Ecotourism – hope and reality* , People and the Planet.

Learning and Teaching Methods

Students should be able to reference the evolution of Sustainable Tourism and Ecotourism, to distinguish concepts and terminology; identify new trends in supply and demand and analyze different case studies.

In practical sessions students should be able to apply the methodologies presented in the development of practical projects, solving problems and challenges proposed by the teacher as to: Objectives and characteristics of sustainable tourism and ecotourism; Resources related to the design of sustainable tourism and ecotourism; General and specific equipment in sustainable tourism and ecotourism; Swot analysis; Execution of sustainable Ecotourism tourism projects; Implementation of a sustainable tourism project; Know how to define the Strategic valuation of natural values and nature tourism in protected areas; Know the Tourism Strategy assessment 2027; National network of protected areas; Natura 2000 Network; Know how to analyze and discuss these concepts, having as reference the 3 basic axes of sustainability.

Assessment Methods

Attendance and participation: [10%];

- Practical component [60%]: 2 works throughout the semester:

20% (1 work) + 20% (2nd job) 20% (3rd job)+ ; Groups of 3 elements;

- Lectures: 1 single test: [30%].

Continuous evaluation:

Minimum grade: 9.5;

Approval: PG \geq 9.5; TG \geq 9.5 (PG: PRACTICAL GRADE TG: THEORETICAL GRADE)

Appeal evaluation:

- Ability to make use of available exam periods, but not excused from performing practical work corresponding to the same weight in the final grade;
- There is no improvement or delivery of practical work outside the normal evaluation time. Minimum grade: 9.5