



Academic year	2017-18
Subject	11479 - Sustainable Tourism and Local Development
Group	Group 1, 1S
Syllabus	A
Language	English

## Subject

<b>Name</b>	11479 - Sustainable Tourism and Local Development
<b>Credits</b>	0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours).
<b>Group</b>	Group 1, 1S (Campus Extens)
<b>Period</b>	First semester
<b>Language</b>	English

## Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Marc Andreu Morell Tipper <a href="mailto:marc.morell@uib.cat">marc.morell@uib.cat</a>	10:00	12:00	Wednesday	01/09/2017	31/07/2018	Despatx 60 (edifici Guillem Colom)

## Context

In recent times, the tourism industry has experienced a considerable growth becoming one of the most relevant economic development strategies ever. Tourism is not only an economic activity backed and promoted by business organisations of a transnational character, as well as by the different levels of state government, but it is also a business opportunity that is adopted by initiatives coming from local contexts and that therefore seem to favour a sense of nearness as well as a more redistributive dimension as regards to the ends of the generation of wealth and welfare. From this point of view, tourism, and this is more so for its "sustainable tourism" guise, has turned into a decisive tool for the different local development strategies at use, and especially for what has come to be known as "community development".

Due to this concurrence of a variety of interests that respond to different ways of conceiving the appropriateness of scale and of belonging, but also of putting into practice ideas of power, ownership and equality, it is necessary to reflect and/or debate on the causes and consequences of these cosier forms of tourism in terms of their potential for overcoming the economic, social, cultural and environmental shortcomings of the mainstream forms of tourism. This all leads to the need for critically engaging with the ways in which tourism at large seeks to permeate into the everyday life of both its consumers and its producers while further encouraging existing class hegemonies by means of involving new tourist experiences built upon land and labour.

Although it has already been around for quite some time, sustainable tourism still plays a key role in the discourse of tourism public policy. In fact, the current take of sustainable development principles is telling since in contrast with their relentless invocation, they are almost absent in practice. Therefore, in order to grasp the materiality of these gaps between discourses and images on the one hand and projects and experiences on the other, this course will be organised in two specific blocks. Whereas the first one will look into the abc of sustainable tourism and local development, that is, how they come to be, for what purpose and the main agendas that have deployed them to date; the second block will question from both a theoretical and practical standpoint their implementation.



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The aim of the course Sustainable Tourism and Local Development is to encourage critical approaches to tourism planning and management by developing strategies of reflection and analysis that take both the concepts of sustainability and locality at their core.

## Requirements

The course will be conducted in English. Active involvement will be an asset.

### Essential requirements

Students should have a good command of the English language in order to understand the course content and deliver the required outputs. Level B2 or above is highly recommended. Furthermore, students are expected actively participate in both classroom and online discussions, always expressing their own ideas. They will also present and comment on collective readings and they will submit a single written assignment in English.

### Recommended

Although a previous knowledge of the topic is not particularly required, it is highly recommended to have an active engagement with the course. There are no further additional requirements other than those demanded in order to be admitted at the MTDP.

## Skills

This course is aimed at developing different skills at different levels of concreteness (specific, generic, transversal and basic). Its main purpose is that of contributing to the student's training by encouraging the acquisition of a comprehensive knowledge as well as tools for critically engaging with the design and the practice of sustainable tourism and local development policies.

### Specific

- \* [CE2] Know how to identify and analyse the new trends and dynamics that take place in the tourism industry. [CE6] Know how to implement the necessary principles in order to guarantee the sustainable management of holiday destinations and organizations. [CE9] Know how to implement and interpret the analytical methods belonging to the area of geography in planning holiday destinations. [CE10] To be able to carry out, present and defend an academic piece of writing in the field of tourism management following the standard contents and formats required in indexed academic journals. [CE6] Ability to assume leadership and management responsibilities in public and private agencies involved in tourism. [CE9] Learn how to deal with and interpret different models and statistical and econometric techniques to manage and plan tourism destinations and organizations. [CE10] Ability to develop environmental audits, and assess the impacts that the tourism sector actions have on the environment. [CE14] Learn the internal operational structure of the different management areas of a tourism firm (operations, finance, sales and distribution, human resources, etc.) as well as their stakeholder management (interactions, conflicts, etc.), to lead to a sustainable competitive advantage from its integration into the strategic management. [CE15] Learn the techniques that allow the development of tourism destinations and organizations in an international, complex and dynamic environment, to achieve a sustainable, integrative and innovative tourism management and promotion. [CE16] Learn how to deal with the different information and communication technologies associated with geographical information systems for tourism analysis and planning. [CE17] Learn the importance of the cultural, social and natural heritage for the development of strategic tourism plans that incorporate the awareness as a complement for differentiation and

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sustainability. [CE18] Learn the economic models, fundamentals for strategic decision making, pricing methodologies, competition and regulation that affect the tourism sector, as well as the relevant economic analysis tools for decision-making and sustainable development, both in private companies and tourism organizations. [CE19] Command analytical and observational strategies developed from the usual methods of geographical research based on field trips, laboratory (scientific and computational), and concreteness in office work..

### Generic

- \* [CG1] Know how to find, process and analyze information concerning the tourism industry from different sources. [CG2] Know how to work in a team and deal with problematic situations in a collaborative way. [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism industry..

### Transversal

- \* [CT1] Capacity for analysis and synthesis. [CT2] Ability to organize and plan. [CT3] Oral and written communication in English. [CT4] Information management skills. [CT5] Ability to define priorities in the achievement of objectives. [CT6] Being able to take decisions and solve problems..

### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

## Content

The course is organized in two large blocks each of which involves two sections:

### A. OFFICIAL AND NORMATIVE PROPOSALS

1. Sustainable Tourism: The history of a concept.
2. Local Development: A policy for improvement.

### B. TOWARDS A CRITIQUE OF THE THEORY AND PRACTICE

3. Local development as a means of surplus extraction.
4. The class strategy of the sustainable tourism business.

### Theme content

1. Sustainable tourism: The history of a concept.
  - Sustainable development.
  - Types of sustainability and approaches.
  - Sustainable tourism principles.
  - Structures and strategies in sustainable tourism.
2. Local development: A policy for improvement.
  - Approaches in local development applied to tourism.
  - Poverty alleviation and employment policy.
  - Community participation and social capital.
  - The need for indicators.

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3. Local development as a means of surplus extraction.
  - The uneven development of capital.
  - Dependency theory.
  - On scale: The top-down making of the bottom-up.
  - Community as a myth.
4. The class strategy of the sustainable tourism business.
  - Eco-friendly labelling in the tourism industry.
  - The search and conquest of new markets.
  - Tourism's labour.
  - The class character of tourism.

### Teaching methodology

This course involves several teaching methodologies that come together to enrich the learning experience of the students. These different methodologies are: lectures, fieldtrips, and reading and film-viewing seminars.

#### In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	Lectures teaching the official and normative tenets of sustainable tourism and local development, as well as the main sources and progress of their critique. Attendance is compulsory.	8
Seminars and workshops	Fieldtrip	Medium group (M)	A fieldtrip related to the course and to be discussed in the classroom and online. Attendance is compulsory.	2
Seminars and workshops	Seminars	Medium group (M)	Reading and film-viewing seminars related to the topics delivered in the lectures and to be discussed in the classroom and online. Attendance is compulsory.	8

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

#### Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Study	Assimilation of knowledge and achievement of skills.	35
Group self-study	Study	Assimilation of knowledge and achievement of skills.	22

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## Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

## Student learning assessment

### Lectures

Modality	Theory classes
Technique	Papers and projects ( <b>retrievable</b> )
Description	Lectures teaching the official and normative tenets of sustainable tourism and local development, as well as the main sources and progress of their critique. Attendance is compulsory.
Assessment criteria	In order to be assessed, the students will need to deliver an individual written assignment of 3000 words on a particular topic related to the course.

Final grade percentage: 75% with minimum grade 5

### Fieldtrip

Modality	Seminars and workshops
Technique	Observation techniques ( <b>non-retrievable</b> )
Description	A fieldtrip related to the course and to be discussed in the classroom and online. Attendance is compulsory.
Assessment criteria	Students will relate the fieldtrip to the topics delivered in the classroom. This activity will be assessed by observing the degree of preparation and involvement shown by the students in the discussion groups.

Final grade percentage: 5% with minimum grade 0

### Seminars

Modality	Seminars and workshops
Technique	Observation techniques ( <b>non-retrievable</b> )
Description	Reading and film-viewing seminars related to the topics delivered in the lectures and to be discussed in the classroom and online. Attendance is compulsory.
Assessment criteria	Students will present in the classroom a couple of texts or documentary films to be read or viewed previously online. These activities will be assessed by observing the degree of preparation and involvement shown by the students in the discussion groups.

Final grade percentage: 20% with minimum grade 0

## Resources, bibliography and additional documentation

These materials are merely indicative of the kind of literature this course will be dealing with. The titles of the basic reading list are more atune with the contents of the course. Further detailed reading lists will be provided at the beginning of the course and throughout it.

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### Basic bibliography

- Aramberri J and R Butler (eds) 2005 *Tourism Development: Issues for a Vulnerable Industry*. Clevedon: Channel View.
- Bianchi R and M Stephenson 2014 *Tourism and Citizenship. Rights, Freedom and Responsibilities in the Global Order*. New York: Routledge
- Chio J 2014 *A Landscape of Travel. The Work of Tourism in Rural Ethnic China*. Washington DC: Washington University
- Coccosis H and P Nijkamp, P (eds) 1995 *Sustainable Tourism Development*. Aldershot: Avebury
- De Filippis J et al 2010 *Contesting Community: The Limits and Potential of Local Organization*. New Jersey: Rutgers University
- Edelman M and A Haugerud (eds) 2005 *The Anthropology of Development and Globalisation: From Classical Political Economy to Contemporary Neoliberalism*. Oxford: Blackwell
- Ferguson J 1990 *The Anti-politics Machine: Development, De-politicisation and Bureaucratic Power in Lesotho*. Cambridge: Cambridge University
- Fletcher F 2011 «Sustaining tourism, Sustaining capitalism? The tourism industry's role in global capitalist expansion», *Tourism Geographies* 13.3, 443-61
- Goonewardena K and KN Rankin 2004 «The desire called civil society. A contribution to the critique of a bourgeois category», *Planning Theory* 3.2, 117-49
- Hall CM and Lew AA (eds) 1998 *Sustainable Tourism. A Geographical Perspective*. London: Longman
- Hall D and G Richards (eds) 2003 *Tourism and Sustainable Community Development*. London: Routledge
- Harrison E and E Crewe 1999 *Whose Development? An Ethnography of Aid*. London: Zed Books
- de Kadt E 1984 *Tourism: Passport to Development? Perspectives on the Social and Cultural Effects of Tourism on Developing Countries*. Washington DC: World Bank
- Li T 2007 *The Will to Improve: Governmentality, Development, and the Practice of Politics*. Durham: Duke University
- Mowforth M and I Munt 1998 *Tourism and Sustainability. New Tourism in the Third World*. London, Routledge
- Olivier de Sardan J-P 2005 *Anthropology and Development: Understanding Social Change*. London: Zed
- Picard D 2011 *Tourism, Magic and Modernity. Cultivating the Human Garden*. Oxford: Berghahn
- Quarles van Ufford P and A Giri (eds) *A Moral Critique of Development: In Search of Global Responsibilities*. New York: Routledge
- Smith N 1990 (1984) *Uneven Development. Nature, Capital and the Production of Space*. Athens: University of Georgia
- Timothy D 2002 «Tourism and community development issues», R Sharpley and D Telfer (eds) *Tourism Development. Concepts and Issues*. Clevedon: Channel View, 149-64
- UNEP-WTO 2005 *Making Tourism More Sustainable. A Guide for Policy Makers*. New York / Madrid: UNEP-WTO.

### Complementary bibliography

- Abram S and J Waldren (eds) 1997 *Tourists and Tourism: Identifying with People and Places*. London: Berg
- Bianchi R 2009 «The 'critical turn' in tourism studies: A radical critique», *Tourism Geographies*, 11.4, 484-504
- Bramwell B. and Lane B (eds) 2000 *Tourism Collaboration and Partnerships: Politics, Practice and Sustainability*. Clevedon: Channel View.
- Britton S 1981 «Tourism, Dependency and Development: A Mode of Analysis», Development Studies Centre, Australian National University.
- Britton S 1991 «Tourism, capital and place. Towards a critical geography of tourism», *Environment and Planning D: Society and Space* 9, 451-78
- Byrd ET 2007 «Stakeholders in sustainable tourism development and their roles: applying stakeholder theory to sustainable tourism development», *Tourism Review* 62.2, 6-13

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- Cortázar L and C Marín 1999 *Tourism and Sustainable Development. From Theory to Practice. The Island Experience*. Tenerife: INSULA
- Dredge D 2010 «Place change and tourism development conflict: Evaluating public interest», *Tourism Management* 31, 104-12
- Farmer P 2005 *Pathologies of Power: Health, Human Rights and the New War on the Poor*. Berkeley: University of California
- Gardener K and D Lewis 1996 *Anthropology, Development and the Post-modern Challenge*. London: Pluto
- Grenier A and D Müller 2011 *Polar Tourism. A Tool for Regional Development*. Québec: Université de Québec
- Harvey D 2002 «The art of rent: globalization, monopoly and the commodification of culture», *Socialist Register* 38, 93-110
- Haugland SA 2011 «Development of tourism destinations. An integrated multilevel perspective», *Annals of Tourism Research* 38, 268-90
- Herremans IM (ed) 2006 *Cases in Sustainable Tourism. An Experiential Approach to Making Decisions*. London: The Haworth Hospitality.
- Johns N and Mattsson 2005 «Destination development through entrepreneurship: a comparison of two cases», *Tourism Management* 26, 605-16
- Liu Z 2003 «Sustainable tourism development: A critique», *Journal of Sustainable Tourism* 11, 459-75
- Mosse D and D Lewis (eds) 2005 *The Aid Effect: Giving and Governing in International Development*. London & Ann Arbor: Pluto
- Navarro V «Politics, power and quality of life. A critique of social capital», *International Journal of Health Services* 32.3, 423-32
- Okazaki E 2008 «A community-based tourism model: Its conception and use», *Journal of Sustainable Tourism* 16.5, 511-29
- Salazar NB 2012 «Community-based cultural tourism: issues, threats and opportunities», *Journal of Sustainable Tourism* 20.1, 9-22
- Selwyn T (ed) 1998 *The Tourist Image. Myths and Myth Making in Tourism*. Chichester: Wiley
- Selwyn T 2007 «The political economy of enchantment: Formations in the anthropology of tourism», *Suomen Antropologi: Journal of the Finnish Anthropological Society* 32.2, 48-70
- Sharpley J 2009 *Tourism Development and the Environment: Beyond Sustainability?* London: Earthscan
- Tosun C 2000 «Limits to community participation in the tourism development process in developing countries», *Tourism Management* 21, 613-633.
- Various Authors 1997 *Community Tourism Assessment Handbook. A Nine-step Guide Designed to Facilitate the Process of Determining whether Tourism Development for Your Community*. Utha: WRDC.
- World Tourism Organization 1993 *Sustainable Tourism Development: Guide for Local Planners*. Madrid: WTO.
- World Tourism Organization 1998 *Guide for Local Authorities on Developing Sustainable Tourism*. Madrid: WTO.

### Other resources

The course will also count with a number of documentary films. A list will be provided at the beginning of the course.