Course Information

Code:	**TGT61010**	Course:	**GESTIÓN SOSTENIBLE DEL TURISMO**		
Coordination Area / Program:		**FAC. HTG TURISMO**		Mode:	**Presencial**

Credits: **03**	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: **96**
	H.Teoria	34	0	34	
	H.Práctica	28	0	28	
	H.Laboratorio	0	0	0	

Period: **2024-02**	Start date and end of period: **del 19/08/2024 al 08/12/2024**
Career: **ADMINISTRACIÓN EN TURISMO**	

Course Pre-requisites

Code	Course - Credits	Career
FC-TUR PATNATUR	PATRIMONIO NATURAL Y TURISMO	ADM. TURISMO
DGA-ENVIRSCIENC	ENVIRONMENTAL SCIENCES	ADM. TURISMO

Course Coordinators

Surname and First Name	Email	Contact Hour	Contact Site
DAVILA SALCEDO, ANDREA SOLEDAD	adavila@usil.edu.pe	Monday to Friday from 10:00 to 18:00 hrs.	USIL La Molina - Campus 1 (HTG)

Instructors

You can check the timetables for each teacher in their INFOSIL in the *Classes Development Teachers* option *Teachers.*

Course Overview

Sustainable Tourism Management is a specialized training subject, it has a theoretical-practical nature and contributes to the skills of strategic design of tourism plans, development of consulting projects for the tourism sector and bilingual mastery in supporting tourism projects. It includes the development of the following thematic axes: development of innovative and sustainable tourism products, profitability of projects in the tourism industry with the balance of the environment and social responsibility. The creditable product of the subject is the final project of the course in which the student consistently applies the criteria of tourism sustainability to the design of sustainable tourist spaces and destinations.

Learning Outcomes

Professional Career	Acronym/Name of the learning outcome	Level of the learning outome	Expected learning
TOURISM MANAGEMENT PROGRAM	LO3: Strategic design of tourism plans	L1: Recognizes the logic, procedures, need and usefulness of tourism planning, to achieve local development and design a market strategy, taking into account the national and international context.	• Designs and applies strategic, tactical, and operational plans with a prospective vision of the sector for the national context and with international projection. • Proposes and develops public investment projects for the tourism sector. • Make marketing plans for a tourist destination.

	LO5: Bilingual domain in supporting tourism projects	L1: It identifies the various management models for optimal development of tourist destinations, taking into account the resources and demands of the global market.	• Designs and develops applied and scientific research to solve problems in the sector and by what is required by State entities or private companies. • Write proposals, diagnoses, and scientific articles in English, demonstrating language proficiency and supporting them in national and international forums. • Develop coherent, effective, and contextualized tourism proposals to promote tourism projects, considering the national and international context.
	LO6: Development of consulting projects for the tourism sector	L1: Identifies improvement needs in companies and organizations to develop a tourism diagnosis at a local, national and international level.	• Integrates planning, management, and marketing tools into strategies for tourism organizations. • Develops consulting projects for public and private institutions, nationally and internationally, as efficiently and effectively as possible. • Identifies the frameworks and theories for a correct tourism planning proposal. • Uses notions of planning, management, and marketing to recognize processes and identify shortcomings in the development and management of tourism companies..

General Course Result	Unit Result
At the end of the course, the student prepares the final project applying the criteria of sustainable tourism for the design of tourist sites and destinations, considering the following topics: innovative and sustainable tourism products, the profitability of the projects with the balance of the environment and social responsibility, developing projects with ethics and a critical sense.	1. At the end of the unit, the student develops innovative and sustainable tourism products ideas with ethics and a critical sense.
	2. At the end of the unit, the student evaluates the profitability of tourism industry projects with the balance of the environment and social responsibility.

	3. At the end of the unit, the student analyzes sustainability in the industry supply chain with ethics and a critical sense.
	4. At the end of the unit, the student evaluates the planning and certification of sustainable tourism products with ethics and a critical sense.

Development of activities

Unit Result 1: *At the end of the unit, the student develops innovative and sustainable tourism products ideas with ethics and a critical sense.*

Session 1: *At the end of the session, the student develops innovative and sustainable tourism products with ethics and a critical sense.*		Semana 1 a 3
Learning Activities	**Contents**	**Evidence**
- Understand the importance of the tourism sector and the effects of COVID-19. - Learn about the background and evolution of sustainable development concepts, sustainable tourism, and Green Economy. - Learn about the implications and challenges of developing inclusive green tourism development through a discussion forum. - Detect and analyze the main impacts of tourism through a class discussion.	- Code of Ethics of World Tourism. - - Overview of the tourism industry - Sustainable Development, Sustainable Tourism, and Green Economy. - Economic development of tourism - Impacts of tourism	- Presentation forum. - Class discussion. - Assignment # 1

Unit Result 2: *At the end of the unit, the student evaluates the profitability of tourism industry projects with the balance of the environment and social responsibility.*

Session 2: *At the end of the session, the student understands the Global Tourism Sustainability Criteria, integrating ethics and social responsibility.*		Semana 4 a 7
Learning Activities	**Contents**	**Evidence**
- Learn about the origin and main objectives of the creation of the GSTC. - Analyze the criteria included for socioeconomic sustainability, through the review of the concepts of green economy and cultural sustainability. - Collect information on cultural sustainability criteria in the selected destination. - Learn about the different certification schemes for tourism . - Understand aspects related to environmental sustainability in the tourism sector. - Analyze the criteria included for environmental sustainability. - Understand different frameworks to apply sustainability in business and projects. - Understand the importance of using KPIs and regularly monitoring your inmpacts.	- Tourism Sustainability Criteria. - Sustainable management (Section A) - Socioeconomic sustainability (Section B) - Cultural sustainability (Section C) - Environmental sustainability (Section D) - Impact report - Certifications: B Corp, Preferred by Nature, TourCert, Travelife - The 3 Ps (People, Planet, Profit) - The 4Cs (Conservation, Culture, Community, Commerce)	- Written test # 1 - Discuss cultural sustainability. - Discuss cultural sustainability (Section C) through a forum. - Case studies

Session 3: *At the end of the session, the student understands the strategies of Sustainable Tourism Marketing, Good Practices, and Benchmarking with ethics and critical sense.*		Semana 8 a 12
Learning Activities	**Contents**	**Evidence**
- Identify the impacts of Tourism Marketing and the greenwash phenomenon on product	- Sustainable Tourism Marketing. - Good practices and Benchmarking. - Tourism Trends -	- Discussion forum on Sustainable Tourism Marketing. - Review of Case Studies. - Exercises to

marketing. - Understand how to market successfully sustainable tourism products. - Review cases of successful national companies that operate under tourism sustainability standards. - Review cases of successful international companies that operate under tourism sustainability standards.	Responsible Tourism Awards - The power of community: Associations, tradeshows	create a campaign to promote a sustainable tourism experience. - Assignment # 2

Unit Result 3: *At the end of the unit, the student analyzes sustainability in the industry supply chain with ethics and a critical sense.*

Session 4: *At the end of the session, the student analyses sustainability in the industry supply chain with ethics and a critical sense.*		Semana 13 a 14
Learning Activities	**Contents**	**Evidence**
- Understand how the tourism business model considers sustainability. - Understand the role of NGOs and the Government in the planning of Sustainable Tourism Practices - Learn about sustainable performance management in the hotel industry. - Learn about sustainable performance management in the aviation industry. - Learn about sustainable performance management in the DMC sector - Learn about sustainable destination management strategies.	- Tourism business model in the world - Sustainability in the hospitality industry - Sustainability in aviation - Sustainability in cruise management - Sustainable destination management. - Sustainability in DMCs	- Organize a forum with guest speakers to talk about sustainability along the value chain - Written test # 2

Unit Result 4: *At the end of the unit, the student evaluates the planning and certification of sustainable tourism products with ethics and a critical sense.*

Session 5: *At the end of the unit, the student evaluates the planning and certification of sustainable tourism products with ethics and a critical sense.*		Semana 15 a 16
Learning Activities	**Contents**	**Evidence**
- Aspects that must be considered, before starting the sustainable tourism planning process as Government institution, a business, an NGO. - Cases of tourist destinations that have followed a sustainable tourism planning approach.	Sustainable Tourism Planning Process and KPIs Development of tourism project with assistance	- Project presentations

Methodology
The course will be developed based on the following methodologies: Problem-based learning, project-based learning, action-learning, flipped classroom. Autonomous research skills are enhanced, as is the use of scientific databases for the development of relevant and innovative research. The indicated methodologies will be used to develop the course in person.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam. The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	**%Weighing**	**Observation**	**Week Assessment**	**Rezag.**

Continuous Assessment	**70%**			
Assignments	**10%**		Semana 15	No
Participación en clase	**60%**		Semana 15	No
Written Tests	**30%**			
Written Test 1	50%		Semana 6	No
Written Test 2	50%		Semana 14	No
Evaluación Final	**30%**	Acreditable product.	Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	30%

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

[1] Font X.,McCabe S. (2017). *Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential.* 10.1080/09669582.2017.1301721
[2] Guerreiro S. (2019). *How global tourism can be more sustainable.*
https://www.weforum.org/agenda/2019/09/global-tourism-sustainable/
[3] World Tourism Organization (2021). *Addressing Pollution from Single-Use Plastic Products: A Life Cycle Approach - Key Messages for Tourism Businesses..*
https://www.oneplanetnetwork.org/sites/default/files/210706_-_single-use_plastic_products_-_doble_pagina_final.pdf

References Supplementary

Prepared by:	Approved by:	Validated by:
DAVILA SALCEDO, ANDREA SOLEDAD / DE ALIAGA ARRARTE, MARIA EUGENIA /	ZUBIETA ZAMUDIO, SANDRA MERCEDES	Office of Curriculum Development
Date: 15/08/2024	Date: 15/08/2024	Date: 16/08/2024