

## Syllabus

### Course description

<b>Course title</b>	Sustainable Tourism and Rural Development
<b>Course code</b>	30134
<b>Scientific sector</b>	AGR/01
<b>Degree</b>	Tourism, Sport and Event Management
<b>Semester and academic year</b>	Summer Semester, 2017/2018
<b>Year</b>	3rd study year
<b>Credits</b>	6
<b>Modular</b>	NO

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	Suggested, but not required
<b>Prerequisites</b>	Not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/">https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/</a>

<b>Specific educational objectives</b>	<p>The course refers to the complementary educational activities and belongs to the scientific area of Business Administration.</p> <p>This seminar will offer a balanced provision of both theory and practice. Students will be acquainted with the most important approaches on sustainable tourism from a multidisciplinary perspective. Hereby, several seminal papers will be discussed during the lessons and online material from well-established educational portals on sustainability and tourism will be used.</p> <p>Further, in order to acquire professional skills and market knowledge on the topic of sustainable development, students will be introduced to several cases of sustainable tourism and leisure activities with a special focus on rural and alpine areas. Hereby, several examples from heritage to indigenous tourism, from wellness to culinary tourism will be critically analyzed and discussed.</p> <p>Students obtain an understanding of different approaches and models of sustainable development, their underlying assumptions and their main conclusions and policy implications. Students gain comprehension on the goals of sustainable tourism and development policies in rural areas and regulatory tools to implement them.</p>
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<b>Lecturer</b>	Katia Laura Sidali, <a href="mailto:KatiaLaura.Sidali@unibz.it">KatiaLaura.Sidali@unibz.it</a> , Office 1.08 1st floor, UNIBZ Campus Bruneck-Brunico, <a href="https://www.unibz.it/de/faculties/economics-management/academic-staff/person/37767-katia-laura-sidali">https://www.unibz.it/de/faculties/economics-management/academic-staff/person/37767-katia-laura-sidali</a>
<b>Scientific sector of the lecturer</b>	AGR/01
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/de/timetable/?department=26&amp;degree=12826">https://www.unibz.it/de/timetable/?department=26&amp;degree=12826</a>
<b>List of topics covered</b>	<p>Introduction to sustainable tourism and rural development:</p> <ul style="list-style-type: none"> <li>• Overview of the concept of sustainability in different marketplaces</li> <li>• The concept of sustainable tourism and its development at the international and European level</li> <li>• Theories and concepts underlying sustainable tourism development</li> <li>• Approaches to measure sustainability in tourism and leisure</li> <li>• Approaches to sustainable development in the European legal frame : focus on the regional and rural level</li> <li>• Sustainability-based marketing</li> <li>• Planning of sustainable tourism: best-practices versus worst-practices</li> <li>• The future of the debate on sustainable tourism</li> </ul>
<b>Teaching format</b>	Lectures, discussions, group exercises, term project

<b>Learning outcomes</b>	<p>The learning outcomes need to refer to the Dublin Descriptors:</p> <p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>• Knowledge and understanding of the notion of sustainability and of its impact on regional development</li> <li>• Knowledge and understanding of the notion of externality, and of the methods to assess externalities and public goods in the tourism sector</li> <li>• Knowledge and understanding of economic policies for sustainable tourism</li> </ul> <p><u>Applying knowledge and understanding</u></p> <ul style="list-style-type: none"> <li>• Ability to develop economic models for sustainable development of local tourism</li> <li>• Ability to plan and assess processes of economic development (at both, micro and macro level) in the tourism and sports sectors</li> </ul>
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- Ability to analyze the economic effects of tourism policies, at local, regional and national levels
- Ability to draft a plan of sustainable development of a tourism destination (policy maker perspective)

Making judgments:

Ability to critically assess and evaluate existing research results in the field; Ability to address a given environmental/sustainability/rural development issue within a group project on their own and to formulate appropriate research questions that need to be answered.

Communication skills:

Students learn how to communicate knowledge, economic analysis, methods, and scientific research results related to sustainable tourism and rural development issues.

Learning skills:

Ability to link economic theory and empirical research, to interpret and to properly frame a research question and to do an appropriate literature review. Ability to autonomously extend the knowledge acquired during the course by reading and understanding scientific research and analysis.

**Assessment**

A) For attending students, assessment is based on (1) a written final examination (standard assessment) and (2) a group project (powerpoint presentation). Both are obligatory for attending students.

- 1) The written final examination is 120 minutes.
- 2) The group project will consist of reading and critically evaluating an existing research paper, including suggestions for a potential related research project, methodology, and expected outcomes. The existing research paper is chosen by the lecturer or the students in collaboration with the lecturer. The term project presentation may be done in groups of 3-4 students and will be presented during the course.

B) Non-attending students are not expected to present a project. Instead, the final exam for non-attending students is comprised of one or more additional questions.

For the written final exam neither textbooks, nor other teaching materials, nor any electronic device will be admitted to the exam room, but dictionaries and a simple calculator are permitted.

	<p><i>NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame</i></p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p>All students enrolled in the course are admitted to the standard assessment described above.</p> <p>Relevant for the written final examination: clarity of answers, mastery of language (also with respect to teaching language), ability to summarize, evaluate, and establish relationships between topics.</p> <p>Relevant for the group project: ability to work on a specified topic, creativity, critical thinking, ability to structure and summarize and critically assess in your own words.</p> <p>For attending students, the written examination will count for 80% of the final mark. The group project will count for 20% of the final mark.</p> <p>For non-attending students, the final mark is entirely determined by the final written exam.</p>
<b>Required readings</b>	<p>The list of required readings for the course mostly consists of research papers which are made available through the Reserve collection</p> <p>While there is no single textbook, the following material make for good references:</p> <ul style="list-style-type: none"> <li>- Mariani et al. (Eds.) (2016) <i>Tourism Management, Marketing, and Development. Performance, Strategies, and Sustainability</i>. London: Palgrave Macmillan</li> <li>- Sharpley (2009) <i>Tourism Development and the Environment</i>, Earthscan.</li> <li>- Sidali et al. (2015). Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy. In: <i>Journal of Sustainable Tourism -Special Issue- Rural Tourism: New Concepts, New Research, New Practice</i> 23(8-9), 1179-1197</li> </ul>
<b>Supplementary readings</b>	<ul style="list-style-type: none"> <li>- Garrido-Pérez, E.I., Sidali, K.L., Rizzo, L.S. &amp; Andrade, L.D.: <i>Agroforestry systems and geographical indications as hints for a better administration of natural and cultural capital</i>. In: Paracchini, M.L. &amp; Zingari, P.P. (Eds.). <i>Reconnecting Natural and Cultural Capital. Contributions from Science and Policy</i>. Publications Office of the European Union, in print</li> <li>- Sidali, K.L. et al. (2016) <i>Food tourism in indigenous settings as a strategy of sustainable development: the case of Ilex guayusa</i> Loes. in the Ecuadorian Amazon <i>Sustainability, Special Issue Sustainable Management in Tourism and Hospitality</i></li> <li>- Pine, B. J., &amp; Gilmore, J. H. (1999). <i>The Experience Economy. Work is Theatre and Every Business a Stage</i>. Boston, Mass.: Harvard Business School.</li> </ul>



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