

# Sustainable Tourism Strategies

TRAINING COURSE

**ONLINE**  
25 h.

## Course Description



**Number of hours:**  
25 h. on-line.

**Format and dates:**

The on-line course will be open in our virtual classroom during the current year. The course can be taken at any time; however, the expected time each user has from the moment of registration to its completion is two months.

**Certification:**

Upon completion of the course, those students who pass the evaluation test, and fill out the satisfaction survey, will have the option of obtaining the CIFAL Malaga-UNITAR certificate of completion, paying a fee of 25 euros for this purpose.

**Target audience:**

The course is aimed at civil servants and decision-makers from the Administration, as well as from mixed and/or private and academic organizations linked to sustainable tourism management, both in Spain and internationally.

**Introduction:**

In a context of constant growth, with more and more countries, regions and cities basing their economy on tourism, it is of particular importance that the management of tourism destinations considers sustainability strategies.

Indeed, the tourism environment is becoming more and more competitive, and markets are ever nondemanding in terms of sustainability. It is, then, paramount, that the management of tourism destinations includes sustainability strategies.

Tourist destinations should know how to apply and implement these strategies for their improvement process, both in terms of the tourist offer and the quality and competitiveness of the destination.

**Objective:**

The ultimate goal of the course is for participants to be able to understand and apply key sustainability concepts to the management of tourism destinations, understand the conceptual framework of the Sustainable Development Goals (SDGs) as applied to tourism and know how to handle them in relation to destination management, and understand the importance of communication techniques to raise awareness of sustainability.

## Contents

The course is divided  
into 4 modules:

### **MODULE 1. Contextualization of Sustainable Tourism Development**

- 1.1. Introduction
- 1.2. General Concepts of Sustainable Tourism
- 1.3. Sustainable development and its relation to tourism
- 1.4. Sustainable tourism destination management

### **MODULE 2. Applying the SDGs to Tourism Destinations**

- 2.1. Sustainability and commitment to development goals
- 2.2. Familiarization with the contents of the SDGs and their implications
- 2.3. Tools and good practices to ensure destination sustainability
- 2.4. Sustainable tourism destination management

### **MODULE 3. Strategic Development of the Local Sustainable Destination**

- 3.1. Consumer trends in sustainable tourism
- 3.2. Design of sustainable tourism products
- 3.3. Marketing and communication for sustainability

### **MODULE 4. Sustainability as a Tool for Competitiveness and Quality of the Local Tourism Destination**

- 4.1. Competitiveness in local tourist destinations
- 4.2. Models and tools to measure quality
- 4.3. Profitability of sustainability: case studies



## Trainer

### Francisco M. Pastor

With a degree in Journalism from the University of Malaga, a master's degree in political communication from the Autonomous University of Barcelona and a postgraduate degree in Sustainable Tourism Destination Management from the Open University of Catalonia, he is a consultant specializing in tourism communication. He is responsible for communications at CIFAL Malaga and the Forum for Peace in the Mediterranean, as well as senior advisor at Grant Thornton. He is also a professor at the International University of La Rioja (UNIR) and a facilitator for the World Tourism Organization (UNWTO). Previously, he has been director of Information and Digital Participation and head of Tourism Communication at the Malaga City Council and section head at La Opinión de Málaga.

**The trainer will be available to answer any questions about the academic content of the course, through the course forum.**

## Evaluation system

This course is divided into 4 modules with evaluations at the end of each module and a final evaluation. The course is designed to be taken progressively from 1 to 4.

The module evaluation will be considered passed if at least 80% of the questions are answered correctly, and the student will make attempts to pass the evaluation.

As the course progresses, different questions will be addressed in the forum so that students can discuss them.

At the end of the course, the student who has passed all the modules with at least 80% of the questions answered satisfactorily, if desired, may obtain the Certificate of Completion of CIFAL Malaga-UNITAR.

Any doubt or question that may arise during the training can be raised through the course forum or directly with the teacher through the established channels.

## Technical Requirements

To take the course, some hardware and software requirements will be necessary:

- Electronic devices (computer, mobile or tablet) and internet connection.
- The Virtual Classroom works correctly with the following browsers:

For PC:

Google Chrome

Mozilla Firefox

Edge

Safari: a partir de la versión 8.0

Internet Explorer: a partir de la versión 11.0

For mobile phones:

Google Chrome

MobileSafari

In addition, you will need to have Acrobat Reader or Foxit Reader installed.

*We are at your disposal to solve any technical problem with the Virtual Classroom by calling +34 951 31 39 54 or emailing [info@cifalmalaga.org](mailto:info@cifalmalaga.org)*





[www.cifalmalaga.org](http://www.cifalmalaga.org)