



Sustainable development **strategies for local development**

TRAINING COURSE

ONLINE
25 h.

Course Description

**Number of hours:**

25 h. on-line.

Format and dates:

this asymmetric MOOC can be taken at any time during the first semester of 2024.

Cost:

The Access to the contents is free. Once the course is finished the course those willing to obtain the official certificate finalization certificate will have to pay a eur 25 fee.

Target audience:

El curso está dirigido a funcionarios y tomadores de decisiones provenientes de la Administración, así como de organizaciones mixtas y/o privadas y académicas ligadas a la gestión sostenible del turismo, tanto de España como de ámbito internacional.

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 takes into account sustainability strategies.

It is particularly important that the management of tourism destinations considers sustainability strategies. Indeed, the tourism environment is becoming more and more competitive and markets are ever more demanding 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 the management of tourism destinations, and understand how to apply the SDGs to the management of tourism destinations.

The programme will also show how to apply the 17 Sustainable Development Goals (SDGs) to tourism and will allow the teach the students 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. Contextualisation 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. Familiarisation 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

Holds a BA in Journalism from the University of Malaga, and a MA in Political Communication from the Autonomous University of Barcelona and a postgraduate degree in Sustainable Tourism Destination Management from the Universitat Oberta de Catalunya. He is a consultant specialising in tourism communication who also works for the company Acción MK and the consultancy firm Grant Thornton España. Francisco is also a lecturer at the International University of La Rioja (UNIR) and a facilitator for the World Tourism Organization (UNWTO). Previously, he has worked as director of Information and Digital Participation at the Malaga City Council, as well as the head of Tourism Communication at the same institution.

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 and a final assessment, once all modules have been completed.

The course is designed to be taken progressively from module 1 to 4, and although it is not compulsory, it is recommended to follow the order.

The students who will pass the final assessment with at least 80% of the questions answered satisfactorily may, if they wish, obtain the CIFAL Malaga – UNITAR Certificate of Completion by paying a fee of €25. They will have 3 attempts.

As the course progresses, different issues will be addressed in the forum, Students are encouraged to discuss the questions to improve their learning experience.

Any doubts or questions that may arise during the training can be addressed to the teacher via the forum or to CIFAL Malaga or through the established channels

Technical Requirements

In order to take the course, some hardware and software requirements will be necessary:

- Electronic device (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 will be glad to assist you to solve any technical problem related to the Virtual Classroom on the phone: +34 951 09 45 53 or email: sopORTE@skillup.es





www.cifalmalaga.org