



## **CIEE in Palma de Mallorca, Spain**

<b>Course name:</b>	Tourism and Sustainable Development in Europe
<b>Course number:</b>	ECON 3001 PALU
<b>Programs offering course:</b>	Palma de Mallorca Business and Tourism
<b>Language of instruction:</b>	English
<b>U.S. Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Spring 2019

### **Course Description**

Tourism is one of the fastest growing industries in the world and can be considered a key dimension of globalization. It provides considerable economic benefits as an engine for job creation and poverty reduction for many developing countries. However, uncontrolled tourism growth can also cause environmental degradation, pollution and social conflict. Therefore, it is vital to promote sustainable tourism to minimize its environmental impact. This course offers a balanced provision of both theory and practice. Students will be acquainted with the most important approaches on sustainable tourism from a multidisciplinary perspective (economy, tourism, environment, public policies and development). Hereby, several seminal papers will be discussed during the class, site visits will be organized and case studies from different sources on sustainability and tourism will be shared with the students.

### **Learning Objectives**

The course is intended to enhance the understanding of tourism's contribution to inclusive sustainable development in developing countries, paying particular attention to the role of the private sector development, and the need to implement sustainable tourism initiatives to maximize long-term socio-economic benefits while maintaining a balanced use of resources.

In that sense, we will present the example of Mallorca, the Balearic Islands and other countries to study the evolution of a tourist area since its beginnings to its current situation and compare it with other cases of countries that are still in early tourism development stages.

### **Course Prerequisites**

Students from all majors interested in developing their tourism and business skills are welcome to enroll.



## **Methods of Instruction**

The course sessions will combine lectures, discussions, case studies, presentations and other activities. Therefore, students will be challenged to apply principles, concepts and frameworks to real world situations. Participation in class and preparation are essential.

## **Assessment and Final Grade**

The course will be evaluated as follows:

### **Class Participation (20%)**

Students who keep up to date in their readings are more prepared to follow the instructor's presentation, contribute to class discussions earn higher grades.

### **Case studies (20%)**

Students are expected to work on several case studies related to the course contents. The work should be done in small groups and results will be discussed in class or presented orally.

### **Mid-term presentation (20%)**

Students will be asked to prepare a short presentation about a tourism related topic viewed during the course.

### **Field trips (20%)**

Students will be asked to write and present a short essay about the field trips done during the course.

### **Final Project (20%)**

During the course, students are expected to work on a project. Each student can propose the topic they want to work on, based on their field of study or personal interests. This work should be handled at the end of the course.



## **CIEE Academic Policies**

### **Papers and assignments submission. Exams Dates**

According to CIEE Palma de Mallorca academic norms, all assignments, paper, readings, etc., must be turned in on the due date. If a student fails to submit the work on time:

- 1) If any student submits the assignment one day late, the grade will be lowered by -10% points.
- 2) If it is 2 days late, the grade will be lowered by -20% points.
- 3) If it is 3 or more days late, it will imply a grade of zero in the assignment.

It is the student's responsibility to check with the professor any work submitted by email (unless the student receives a message confirming the assignment's delivery, we will assume the assignment was never sent and/or received).

No exam can be administered other than the ones scheduled in the syllabus. There are no make-up tests.

### **Course Attendance**

Regular class attendance is required throughout the program. Students must notify (via e-mail with a copy to the Resident Director) their instructor beforehand if they will miss class for any reason. Students are responsible for any materials covered in class during their absence. Students who miss class for medical reasons must inform the professor and the RD, and provide appropriate documentation.

For CIEE courses, excessively tardy (over 15 minutes late) students will be marked absent (student will be reminded of the policy). Attendance policies also apply to any required co-curricular class excursion or events, etc. Students who miss class for personal travel will be marked as absent and unexcused.

An absence in a CIEE course will only be considered excused if:

- 1) A doctor's note is provided explaining there is a reason to miss the class (not only saying the student was at the doctor during class time).
- 2) A CIEE staff member verifies that the student was too ill to attend class.
- 3) Evidence is provided of a family emergency.

Persistent absenteeism (students exceeding 10% of the total course hours missed, or violations of the attendance policy in more than one class) may lead to a written warning from the RD, notification to the home school, and/or dismissal from the program in addition to reductions in class grade(s).

- 1) Since each CIEE course is 45 hours, 10% of the total course hours are 4.5 hours.
- 2) Depending on the hours of the sessions of each class, missing 1 day of class implies 1.5 or 2 hours of class.
- 3) Students who miss more than 4.5 hours of class without justification will see their final grade reduced by -5%. For instance, students achieving a grade of 89.00 out of 100 points, and missing more than 4.5 hours of class will see their final grade reduced from 89.00 (B+) to 84.00 (B).



Students with unexcused absences exceeding 20% (9 hours) of the total course hours will fail the course. Written warnings and home school notifications will happen well before the absenteeism causes the student to fail the course so that the student has an opportunity for corrective actions.

### Plagiarism

Cheating and plagiarism in any course assignment may result in failing the course or being expelled from the program. Students are expected to adhere to the US American and norms.

Important principles:

- 1) Final examinations, quizzes and other tests must be done without assistance from other person, without looking at or otherwise consulting the work of another person, and without access to notes, books, or other pertinent information (unless the professor has explicitly announced that a particular test is to be taken on an "open book" basis).
- 2) The same written paper may not be submitted in more than one course.
- 3) Any use of the work of another person must be documented in any written papers, oral presentations, or other assignments carried out in connection with the course.

### Add/Drop

The add/drop period last for 1 week and a half after the start of the courses. After the end of the add/drop period, the student's registration is considered final, and no course(s) may be changed or deleted from the student's CIEE Academic Record.

### Withdrawal from a course

Students are required to register in 5 courses during their studies at CIEE Palma de Mallorca. Each CIEE course is worth 3 credits (45 contact hours) and each Universitat de les Illes Balears course is worth 4 credits (60 contact hours). If exceptional circumstances warrant, the student may request permission from the Resident Director to withdraw from a course. However, a student participating in a semester program is not allowed to drop below a total of 12 US semester credits.



## **Course Content**

### **Part I: Tourism and Globalization**

- 1. Past and Future Trends in World Tourism**
  - Emergence of Modern Mass Tourism
  - Tourism Trends and Policy Priorities
  - Case Study: Airbnb and the tourism industry
- 2. Tourism and Globalization**
  - Globalization and the tourism economy
  - The Organization of Tourism in Europe and the Balearic Islands

### **Part II: Tourism and Development**

- 3. Economic Benefits of Tourism in Europe**
  - Economic and Social Dimension of Tourism
  - Economics and Sustainable Development
- 4. Tourism Importance for Developing Countries**
  - Tourism's Contribution to Poverty Reduction and Development
- 5. A Poverty Reduction Strategy**
  - Pro-poor tourism
  - Poverty Reduction and Social Inclusion

### **Part III: Sustainable Tourism**

- 6. Interaction Between Tourism and the Environment**
  - Pressure on Natural Resources
  - Damage to Ecosystems
  - Environmental impact of Tourism
- 7. Sustainable Tourism for Development**
  - Key Issues for Sustainable Tourism
  - Sustainable Tourism as a Development Tool
  - Sustainability of the Natural and Cultural Environment
- 8. Ecotourism**
  - The Growing Importance of Ecotourism
  - Green Innovation and Tourism Services

## **Field Trips**

**Field trip: Logitravel**



Students will have the opportunity to visit the headquarters of Logitravel located in Palma de Mallorca. Founded in 2004 by a team of experts in the tourism sector, the company is one of the best online travel agencies in Spain and one of the fastest growing in Europe. The aim of the visit is to get an insight on how Internet companies operate in the tourism sector and learn the strengths and weaknesses associated with their business model. Students will have the opportunity to interview the CFO of the company and discuss the major challenges the company faces.

**Field trip: Hotel Caballero**

We will visit the Hotel Caballero, a 4 stars hotel, with more than 300 rooms. The Hotel Caballero, part of the Berger Hotel Group, was upgraded from 3 to 4 stars when it was completely refurbished in 2013. Students will have the opportunity to interview the General Manager of the Hotel to gain hands-on experience of the industry in the Balearic Islands and learn more about the day to day management of a hotel located in one of the most touristic areas of Mallorca.

**Field trip: Environmental Technology Park of Mallorca**

We will visit the Environmental Technologies Park in Palma de Mallorca, a worldwide referent point for its sustainable strategy and policy of urban waste management. The project, founded in 1992, is currently model based on “zero dumping”. We will see how an efficient, environmentally friendly, urban waste management model helps to preserve natural resources and contributes to a sustainable tourism development strategy.



## Weekly Schedule

- Introduction of the course
  - LESSON 1: Past and future trends in world tourism
  - *READING: OCDE Tourism Trends and Policies*
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- LESSON 2: Tourism and Globalization
  - CASE STUDY: Airbnb and the tourism industry
  - *READING: Airbnb Is Inc.'s Company of the Year*
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- CASE STUDY: Logitravel
  - FIELD TRIP: LOGITRAVEL - online travel agency
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- LESSON 3: Economic benefits of tourism in Europe
  - *READING: How the growing Chinese middle class is changing the global tourism industry, The Economist*
  - LESSON 4: Tourism importance for developing countries
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- **Midterm essay preparation**
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- LESSON 5: A poverty reduction strategy
  - *READING: How U.S.-Cuba Relations Impact Tourism*
  - **MIDTERM PRESENTATION**
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- FIELD TRIP: Hotel Caballero
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- **Field trip essay preparation**
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- LESSON 6: Interaction Between Tourism and the Environment
  - CASE STUDY: Environment and tourism
  - *READING: The country that tourism has taken by surprise*
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- FIELD TRIP: The Environmental Technology Park of Mallorca
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- **FINAL PROJECT RESEARCH**
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- **FINAL PROJECT PREPARATION**
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- **GROUP PRESENTATION PREPARATION**
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- LESSON 7: Sustainable tourism for development
- LESSON 8: Ecotourism
- CASE STUDY: Biodiversity and tourism
- *READING: Tourists Thwart Turtles from Nesting in Costa Rica*

- **RESEARCH PROJECT PRESENTATION**

**Readings**

- *LESSON 1: READING: OCDE Tourism Trends and Policies*

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- *LESSON 2: READING: Airbnb Company of the Year*

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- *LESSON 3: READING: How the growing Chinese middle class is changing the global tourism industry*

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- *LESSON 4: READING: U.S.-Cuba Relations and Tourism*

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- *LESSON 5: RADING: Kenya's tourism industry*

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- *LESSON 6: READING: The country that tourism has taken by surprise*

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- *LESSON 7: READING: Shark Ecotourism*

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- *LESSON 8: READING: Tourists Thwart Turtles from Nesting in Costa Rica*

## Deliverables

Deadline	Deliverable
	<ul style="list-style-type: none"> <li>• Essay: The future of tourism</li> </ul>
	<ul style="list-style-type: none"> <li>• Essay: Field trip - Logitravel</li> </ul>
	<ul style="list-style-type: none"> <li>• Mid-term: Airbnb Case study</li> </ul>
	<ul style="list-style-type: none"> <li>• Essay: Tourism potential for developing countries</li> </ul>
	<ul style="list-style-type: none"> <li>• Essay: Field trip - A taste of the countryside</li> </ul>
	<ul style="list-style-type: none"> <li>• Essay: Field trip - Tirme</li> </ul>
	<ul style="list-style-type: none"> <li>• Final Project - Paper</li> </ul>
	<ul style="list-style-type: none"> <li>• Final Project - Presentation</li> </ul>

## Bibliography

- OECD (2017) Tourism Trends and Policies 2018.
- UNWTO World Tourism Organization (2018) Annual Report.
- Christopher Holloway (2012), The Business of Tourism (Ninth Edition).
- Gregory Ashworth and Mihalis Kavaratzis (2010) Towards Effective Place Brand Management: Branding European Cities and Regions.
- Luisa Wolter (2013) Nature-Based Tourism in Mallorca's Natural Areas: The Benefits of Tourism for Natural Areas.
- Stephen Williams (2009) Tourism Geography: A New Synthesis (2nd edition).
- Tara Brabazon (2013) City Imaging: Regeneration, Renewal and Decay.
- European Commission's Directorate-General for Development and Cooperation - EuropeAid (2013) Sustainable tourism for development: Enhancing capacities for sustainable tourism for development in developing countries.
- OECD (2015) Tourism Trends and Policies 2015.



- United Nations (2008) Foreign Direct Investment in Tourism: The Development Dimension.
- Martha Honey (2008) Ecotourism and Sustainable Development: Who Owns Paradise (2nd edition).
- Tej Vir Singh (2012) Critical Debates in Tourism
- Andrew Holden and David Fennell (2013) The Routledge Handbook of Tourism and the Environment.