1. BASIC INFORMATION

Course	Sustainability and Environmental Management
Degree program	Dirección Internacional en Empresas de Turismo y Ocio
School	Social Sciences
Year	3rd
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English
Delivery mode	On campus
Semester	First semester
Academic year	2024-2025
Coordinating professor	David Curbelo Pérez, PhD

2. PRESENTATION

The "Sustainability and Environmental Management" course offers students an essential understanding of the interconnections between tourism, environmental stewardship, and sustainable practices. As part of the Tourism degree, this course emphasizes the importance of managing environmental impacts within the tourism sector, providing a foundation for responsible and sustainable tourism development.

Throughout the course, students will explore the principles of environmental management and the role of legislation in promoting sustainability. They will gain insights into how tourism can contribute to sustainable development goals, while also learning to implement strategies that minimize negative environmental impacts. By the end of the course, students will be equipped with the knowledge and skills necessary to foster sustainable and responsible tourism practices, positioning them as leaders in the industry's shift towards environmental sustainability.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

• CB1: That students have demonstrated knowledge and understanding of an area of study that is based on general secondary education, and is often found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

• CB2: That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the development and defence with arguments and problem solving within their area of study.

• CB3: That students have the ability to collect and interpret relevant data (usually within their area of study) to make judgements that include reflection on relevant social, scientific or ethical issues

• CB4: That students can communicate information, ideas, problems and solutions to a specialized and non-specialized audience.

Cross-curricular competencies:

• CT4: Analysis and synthesis capacity: being able to decompose complex situations into their constituent parts; also evaluate other alternatives and perspectives to find optimal solutions. The synthesis seeks to reduce complexity in order to better understand it and / or solve problems.

• CT7: Awareness of ethical values: Ability to think and act according to universal principles based on the value of the person that are aimed at their full development and that entails a commitment to certain social values.

• CT12: Critical reasoning: Ability to analyse an idea, phenomenon or situation from different perspectives and assume before him / her an own and personal approach, built from rigor and argued objectivity, and not from intuition.

• CT13: Problem solving: Ability to find a solution to a confusing issue or a complicated situation without a predefined solution, which makes it difficult to achieve an end.

• CT16: Decision making: Ability to make a choice between alternatives or existing ways to effectively solve different situations or problems.

Specific competencies:

• CE1: Ability to understand and apply basic concepts and tools of strategic management for the operation of tourism and leisure companies: analysis, planning, organization, communication, execution, management, control.

• CE3: Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership capacity for people management, knowledge management, innovation management, etc.) that allow them to achieve greater professional development and business success in industry, nationally and internationally.

• CE4: Ability to assess and apply principles of social responsibility in the company, paying particular attention to environmental management, aimed at compliance with current

legislation and as a source of opportunities, to reinforce the image and the production process in the company of the tourism sector.

- CE5 - Ability to assess and apply principles of social responsibility within the company, with particular attention to environmental management, aimed at complying with current legislation and as a source of opportunities to enhance the image and productivity process in the tourism sector company.
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- CE7: Ability to identify and apply innovation as a fundamental value for the management and administration of tourism companies: identify trends, lead projects, manage knowledge and quality, bet on internationality, understand and apply the concepts of social and environmental responsibility, etc.
- CE8: Ability to master English at a professional level and have advanced knowledge of a second and third language.
- CE10: Ability to understand the dynamic and evolving nature of tourism and the new leisure society.

Learning Outcomes:

- LO1: Development of a sustainability plan for its application to a company or destination
- LO2: Understanding of concepts related to sustainable development from an economic, social and environmental point of view and their application in today's society

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

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Competencies	Learning outcomes
All skills	LO1: Development of a sustainability plan for its application to a company or destination
All skills	LO2: Understanding of concepts related to sustainable development from an economic, social and environmental point of view and their application in today's society

4. CONTENT

- Environmental management in the territorial and business sphere.
- Environmental legislation.
- Sustainable development.
- Sustainable and responsible tourism.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case study method
- Learning based on projects

- Cooperative learning
- Problem-based learning
- Lectures

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus based mode:

Learning activity	Number of hours
Master class	55 h
Asynchronous master class	7.5 h
Guided work	12,5 h
Autonomous work	37,5
Collaborative work	25 h
Other activities	12.5 h
TOTAL	**150 h**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Knowledge test and final presentation	40%
Oral presentation	20%
Practical Exercises	20%
Reports	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.
All activities are presented face to face.

7.1. First exam period

Assessment will be continuous and individual, so class attendance is compulsory (50% of the classes). All deliverable training activities must be delivered on time and through the established channel, otherwise, they will not be accepted for assessment. Therefore, no delay in the deadline of deliverables will be allowed. An activity not delivered on time will be a failed activity. The written knowledge tests may contain: oral questions, multiple-choice questions, true/false questions, long and/or short answer questions and text commentaries or image analysis. To pass the subject you must:

(a) Achieve a final grade equal to or higher than 5.0 out of 10.0 in the final grade (weighted average) of the subject.

b) Obtain an evaluation equal to or higher than 4.0 out of 10.0 in each of the knowledge tests, presentations, exercises, etc.

c) In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

Students who do not attend the minimum number of classes required or who have not handed in and/or failed activities must take the extraordinary exam.

In the extraordinary exam the student must hand in or re-evaluate the activities not handed in and/or failed.

Students must:

a) Achieve a final grade equal to or higher than 5.0 out of 10.0 in the final grade (weighted average) of the subject.

b) Obtain an evaluation equal to or higher than 5.0 out of 10.0 in each of the knowledge tests, presentations and exercises.

c) In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Knowledge tests	November (7th) and January (2nd week)
Oral presentation (3)	October (3rd), November(14th), December (17th – 19th)
Practical Works and exercises	November (14th), December (17th – 19th)

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

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The virtual classroom will integrate access to free online journals and official portals - academic and scientific - on the subject matter, as well as materials (English and Spanish) that can be composed of articles, book chapters, case studies, videos, websites, blogs, etc.

10. DIVERSITY MANAGEMENT UNIT

The Education Orientation and Diversity Unit (ODI in Spanish) provides support to our students throughout their university journey to help them achieve their academic goals. Other pillars of our work include supporting students with specific educational needs, ensuring universal accessibility across all university campuses, and promoting equal opportunities.

From this Unit, we offer students:

1. Accompaniment and tracking through the provision of personalized advice and plans to students who need to improve their academic performance.
2. In terms of diversity support, we make non-significant curricular adjustments, i.e., at the level of methodology and evaluation, for students with specific educational support needs, thereby promoting equal opportunities for all students.
3. We provide students with various extracurricular resources for learning to develop various skills that will enrich their personal and professional development.
4. Vocational guidance by providing tools and advice to students with vocational doubts or those who believe they have made a mistake in choosing their degree.

Students who need educational support can contact us at: orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.