

BIP Sustainable Events and Tourism

Title of the Blended Intensive Programme: Sustainable Events and Tourism

Type of Participants (Learners): Staff and students

Introduction

The BIP Sustainable Events and Tourism is designed to provide participants with a comprehensive understanding of the principles and practices involved in planning, organizing, and managing sustainable events and tourism experiences. As the world increasingly focuses on sustainability, this course equips learners with the knowledge and skills needed to create and promote eco-friendly, socially responsible, and economically viable events and tourism ventures.

The BIP Sustainable Events and Tourism course is a short program designed for students, as well as teaching and non-teaching staff members of higher education institutions. This course aims to equip participants with the necessary skills to foster sustainable destinations by crafting eco-friendly tourism offerings and implementing well-established best practices in the field.

The course uses a blended learning approach, consisting of an online theoretical component (comprising four sessions of 4 hours each) and an in-person component held in Idanha-a-Nova, Portugal (involving five days of face-to-face work at IPCB).

Upon completion of both the online and in-person components of the course, participants will receive a total of 3 ECTS credits. The course workload is distributed as follows: 16 hours for online sessions (virtual component), 24 hours for autonomous work, and 35 hours for the in-person component. In total, the course involves 75 hours of dedicated learning.

Following an initial online approach during Mobility Week, participants will be grouped into teams. These teams will then either devise a sustainable tourist product or elucidate the best practices observed in the Idanha-a-Nova region. The groups will comprehensively consider various dimensions of sustainability. On the final day, each group will present their findings and outcomes.

The expected learning outcomes are: Participants will enhance their understanding of sustainability within the field of tourism, refine their abilities in presentation, critical thinking, and creative problem-solving, and further develop their competencies in tourism. These acquired skills will not only aid in their research endeavors but also contribute to the advancement of their careers.

Objectives and Description

The course will equip participants with the skills necessary for developing sustainable destinations by crafting sustainable tourism products and implementing established best practices.

The primary objectives of this course are to familiarize participants with the concept of sustainability in tourism and events, including its evolving trends and future projections. Furthermore, it aims to stimulate critical analysis of tourism establishments and events through a sustainability lens, fostering a broader understanding of sustainability within the tourism industry.

In this sense, the course aims:

1. To raise awareness about sustainable practices in tourism industry.
2. To delve into a sustainable approach in alignment with theoretical insights.
3. To share international experience related to the development of modern tourism industry.
4. To create space for critical and creative thinking.
5. To foster interuniversity collaboration and linkage between higher education institutions and stakeholders in tourism in an intercultural and multidisciplinary environment.

Priorities Addressed: Environment and fight against climate change and Inclusion and Diversity

Virtual Component (from 9:00 to 13:00 a.m.) from January 29 to February 1

Day 1_ January 29th

Tourism: The Tourism Phenomenon: an introduction to the concept. Tourism Classification and Segmentation. Understanding tourism supply and demand. Overview of the Tourism Industry.

Day 2_ January 30th

Events: Events: concept, objectives, and typology. Event organization and planning.

Day 3_ January 31st

Sustainable Tourism: the definition and principles of sustainable tourism. Tourism Impacts: environment; Culture; Economy. Best practices in sustainable tourism approaches.

Day 4_ February 1st

Tourist Products: Creation and development of tourism products: phases of development; strategic tourism products for Portugal. Tourist resources: definition, categorization, and inventory; Notions of tourism product and products; Components and characteristics of the tourism product. Tourist Itineraries: Concepts, terminology, and modalities. Planning, design, and implementation of tourist's itineraries. Animation: concept, characteristics, and typologies. Cultural and Natural Heritage.

In-site Component from February 5th to 9th

The classroom sessions will be organized in workshop format – work groups will create sustainable tourism products. Presentations by stakeholders will occur and some visits to the best practices case studies will take place. The sessions are organized as follows:

Day 1_ February 5th

Morning (3h30): Welcoming Seminar. Organize the groups and define the typology of tourism products.

Events in Idanha-a-Nova.

Afternoon (3h30): Learning Session.

Day 2_ February 6th

Morning (3h30): Visit Boomland;

Afternoon (3h30): Tourism in Idanha-a-Nova.

Day 3_ February 7th

Morning (3h30): Visit Penha Garcia

Afternoon (3h30): Visit Idanha-a-Velha e Monsanto

Day 4_ February 8th

Morning (3h30): Learning Session

Afternoon (3h30): Learning Session

Day 5_ February 9th

Morning (3h30): Final Session

Afternoon (3h30): Results Presentation

Main Teaching/Training Language: English