

Blended Intensive Program / Template

Important note: students interested in this program have to apply to their home university according the internal procedure.

Students applications made directly to the hosting institution will not be considered.

General information

Course Title	Blue Geomarketing : the case of tourism in the province of Cádiz
BIP Code	2021-1-ES01-KA131-HED-000008324-2
Abstract: (few lines describing the course that SEA-EU partners can use for dissemination)	The course addresses social and environmental marketing strategies to transform the tourism model in coastal areas towards a sustainable tourism and driver of the Sustainable Development Goals of the 2030 Agenda. For this purpose, the province of Cadiz will be used as a case study due to its geographical and economic configuration. Conceptual and methodological issues will be analyzed. In addition, good practices in the environmental and tourism fields will be presented. Other cases of SEA-EU universities such as Algarve, Brest and Malta will also be studied.
Calendar	<ul style="list-style-type: none"> • Nomination of students: Preferably at the beginning of September. 22nd September at the latest. Please send the nomination to: erasmus.incoming@uca.es • 29/09: Confirmation of acceptance

	<ul style="list-style-type: none"> • 16-20/10: Virtual part / 30 h (2 hour syncrone + 8 hour asynchrone + 20 hours of individual work) • 23-27/10: On-site Intensive Course in Cádiz(physical mobility) / 24h
Total number of hours:	54 hours
Teacher(s) in charge	Coordinators: Gema Ramírez Guerrero y María de Andrés García. Professors: Manuel Arcila Garrido (UCA), Javier García Onetti (UCA), Alfredo Fernández Enriquez (UCA), María de Andrés García (UCA) maria.deandres@uca.es , Gema Ramírez Guerrero (UCA) gema.ramirez@uca.es , M ^a Teresa Fernández Alles (UCA), Edna Hernández González (UBO), Jorge Humberto Palmeira Ramos (UALG), John Ebejer (UM).
Number of participants	The minimum number of participants is 20, maximum is 25 Each SEA-EU university can propose up to 5 students.
Mobility costs	This mobility is eligible for Erasmus+. Please contact your university for more information.
Contact	Regarding organizational aspects: Regarding pedagogical aspects: Manuel Arcila Garrido (UCA) manuel.arcila@uca.es

Pedagogical contents

Target group / Expected profile	Students interested in coastal management, blue tourism, light pollution, SDGs applied to tourism, blue geomarketing, social and environmental marketing. The course is open to graduates, masters and doctoral students with multidisciplinary interests.
Requirements Academic background	English B1 (test can be taken on EU academy)
Learning objectives/outcomes:	To learn about the new concept of Blue Geomarketing. To study territorial management tools in coastal areas related to blue tourism, and to analyze case studies within the framework of the SEA-EU universities involved.
Any required material/software to take part to the course:	Free software QGIS
ECTS:	3

Evaluation:	There will be a virtual content test and students will be required to submit a group work and an individual report of the field trips.
Transcript of records will be issued ...	
Language of the course	English

Structure of the course

	Timing	Learning Objectives, Contents, Modalities of work, evaluation... any relevant information for the applicants.
Virtual part:	Monday 16th 18:00h Course presentation (2 hour syncrone)	
	Tuesday 17th Viewing of video with good practices (4 hours) Viewing of a conference on blue tourism (4 hours)	
	From Wednesday 18 to Friday 20 Individualized lectures on course contents (20 hours)	
Physical part:	Monday 23rd (5 hours) 09:00h Presentation of on-site activities (Gema Ramírez, UCA and María de Andrés, UCA) 09.30h Coastal management as a tool to achieve the SDGs (María de Andrés, UCA) 11:00h Break 11.30h Blue Geomarketing, a	

	<p>new model of territorial promotion (Gema Ramírez, UCA)</p> <p>13:00h Blue tourism as a path to sustainability (Jorge H. Ramos. UALG)</p>	
	<p>Tuesday 24th (4.5 hours)</p> <p>09:30h The ALAN impact of tourism in coastal areas (Edna Gonzalez, UBO)</p> <p>11:00h The role of heritage in blue tourism (John Ebejer, UM)</p> <p>12.30h Break</p> <p>13:00h The management of ports for blue tourism (Javier García Onetti, UCA)</p>	
	<p>Wednesday 25th (4,5 hours)</p> <p>09:30h GIS as a tool for the management of blue tourism (Alfredo Fernández, UCA)</p> <p>11.00h Presentation of the VIGIA Project (María de Andrés, UCA)</p> <p>17:00h - 19.00h Field trip through the city of Cadiz (Teresa Fernández Alles, UCA)</p>	
	<p>Thursday 26th (4,5 hours)</p> <p>09:00h Blue tourism in Malta (John Ebejer, UM)</p> <p>10:00h Blue tourism in Algarve (Jorge H. Ramos, UALG)</p> <p>11:00h Blue Tourism in Brittany (Edna Hernández, UBO)</p> <p>12.00h Break</p> <p>12.30h to 14.00h Presentation of students' group work</p>	

	<p>Friday 27th (5,5 hours)</p> <p>9:00h to 14:30h Field trip along the coast of the province of Cádiz (Manuel Arcila, UCA)</p>	
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Practical information

Accommodation recommendations		<p>The participants (students and teachers) have to book the accommodation directly. Cadiz is a tourist hot spot and on those dates other events are taking place in the city. Therefore we advice to book immediately. The following hotels are probably among the cheapest options.</p> <p>HOTEL ALQUIMIA, Calle Santiago Terry 9, 11004, Cádiz, Cádiz https://www.hotelalquimia.com/ info@hotelalquimia.com</p> <p>PLANETA CÁDIZ HOSTEL. Calle Montañas 16, 11001, Cádiz, Cádiz https://www.planetacadizhostel.com/ reservas@planetacadizhostel.com</p> <p>It is important that they identify themselves as attendees of the BIP course in the University of Cádiz.</p>
The physical mobility will take place at... (address of the course)	Faculty of Philosophy and Letters. Dr. Gómez Ulla, s/n 11003 Cádiz (Spain)	Every participant makes the travel arrangements on his/ her own.. Closest airports are Jerez de la Frontera and Sevilla with train/ bus connections to Cadiz.
Any tips	Comfortable shoes are recommended for the field trips and bring a laptop to the course if available.	
Contact of the person in charge of signing the OLA		<p>UBO: deve@univ-brest.fr UCA: erasmus.incoming@uca.es UG: erasmus.incoming@ug.edu.pl UM: erasmus@um.edu.mt</p>