







SAP OVERVIEW

This SAP focuses on sustainability within the Camino de Santiago tourism framework. Our primary objectives include assessing the current state of tourism along the Central Portuguese Camino de Santiago, scrutinising the role of Heritage Interpretation in sustainable tourism development, and proposing practical strategies to achieve equilibrium between tourism, heritage preservation, and environmental sustainability.

In exploring the future of sustainable tourism along the Camino de Santiago, a critical and reflective teaching and learning approach will be adopted which will require student engagement in a variety of lectures, group research activites and 3 days walking the Camino.

LEARNING OUTCOMES

At the end of this SAP, you will be able to:

- Collaborate across different disciplines in the context of global sustainable tourism.
- Develop innovative sustainable tourism solutions.
- Raise awareness of long-term sustainability impacts.
- Gain foundational tourism knowledge to support future studies.
- Analyse data to inform sustainable tourism decisions.
- Develop collaboration and teamwork skills.

+INFO: www.run-eu.eu

Organised by: IPCA TUS

DATE From 1 - 29 July 2024

Face-to-Face Week: IPCA, Portugal, 22-26 July

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

ACADEMIC RECOGNITION

On sucessful completion of the programme the School of School of Hospitality and Tourism of Polytechnic Institute of Cávado and Ave (IPCA Portugal) and the Faculty of Business and Humanities, Dept of Hospitality, Tourism and Wellness TUS (Technological University of the Shannon, Ireland) will provide a transcript of records of 3 ECTS and a Certificate of Participation.

ELIGIBLE PARTICIPANTS

All RUN-EU undergraduate, masters and PhD students and staff.

HOW TO APPLY

Fill in the application form (QR or website)

DEADLINE FOR APPLICATIONS

30 May 2024

CONTACT DETAILS

run-eu@ipca.pt

















REGIONAL UNIVERSITY

NETWORK

EUROPEAN UNIVERSITY





SELECTION CRITERIA

Student motivations and expectations must meet the SAP delivery criteria. Applications from diverse fields of study are welcome to ensure a balanced participation of RUN-EU member institutions.

LEARNING AND TEACHING STRATEGY

Tutored learning, technology videos, lectures and workshops, challenge-based teamwork.

Skills to be developed during the SAP:

- Multidisciplinary International Cooperation;
- Creative Business Thinking;
- Sustainable Thinking;
- Introduction to the tourism discipline;
- Data Analysis;
- Teamwork and Networking Skills.

COURSES LEADERS | LECTURERS

Courses leaders

Bruno Sousa (bsousa@ipca.pt)

Francisco Gonçalves (fjgoncalves@ipca.pt)

Hugo Sampaio (hsampaio@ipca.pt)

Catriona Murphy (catriona.murphy@tus.ie)

Marie Taylor (marie.taylor@tus.ie)

Noelle Oconnor (noelle.oconnor@tus.ie)

PREREQUISITES

+INFO: www.run-eu.eu

0,5 years of studies in RUN-EU European University.

The face to face week of this SAP programme will involve walking and group work activities.

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

Travel

Portugal - Austria: 330 EUR Portugal - Finland: 470 EUR Portugal - Ireland: 270 EUR Portugal - Portugal: 40 EUR Portugal - Belgium: 230 EUR Portugal - Spain: 230 EUR

Portugal - The Netherlands: 330 EUR

Subsistence: Portugal subsistence is 460 EUR

MEANS AND CRITERIA FOR ASSESSMENT

- Active participation in lectures, group work and walking the Camino;
- Onsite assignments;
- Group presentations;
- · Assessment scale: in pass/fail.

CERTIFICATION

Certificate of Participation issued by IPCA, Portugal.





















PROGRAMME AT A GLANCE 1/2

+INFO: www.run-eu.eu

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00)	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00)	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00		15h00	16h00	17h00	18h00	19h00
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MONDAY 1/7		AND	OFF ICEBREA TEAMBUILDI ACTIVITIES									
TUESDAY 2/7			GROUP V	VORK	Ш	JNCH			GROUP	WORK		
WEDNESDAY 3/7		INTRO	DUTORY LECT	URE								
THURSDAY 4/7			GROUP W	VORK	Ш	JNCH			GROUP	WORK		
FRIDAY 5/7		TOUR	CTURE ON THI IISM CAMINO SANTIAGO									
MONDAY 8/7			IRE ON HERITA ERPRETATION									
TUESDAY 9/7			GROUP W	VORK	Ш	JNCH			GROUP	WORK		
WEDNESDAY 10/7			GROUP W	VORK	Ш	JNCH			GROUP	WORK		





















11h00

GMT+3

PROGRAMME AT A GLANCE 2/2

13h00

14h00

12h00

+INFO: www.run-eu.eu

20h00

21h00

19h00

GMT+2	10h00		11h00		12h00		13h00		14h00		15h00		16h00		17h00		18h00		19h00		20h00
GMT+1	09h00	ı	10h00	1	11h00	ı	12h00	ı	13h00	1	14h00	ı	15h00	1	16h00	ı	17h00	•	18h00	ı	19h00
THURSDAY 11/7					GRO	UP W	ORK			LUNCH					GROUF	WOF	RK				
FRIDAY 12/7			C		ISM - AN UDY APF																
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WEDNESDAY 24/7			REFLEC		K THE C EXPLO BARCELO	RE TI	NO HE CAMII	NO	ı	LUNCH		(SOCI	TAINABII OCULTU ORKSHO	RAL)			FR	EE TII	ME		
THURSDAY 25/7			REFLEC	CT AND	K THE C EXPLO DCITY VAL	RE TI	HE CAMII	NO		LUNCH		(EC	TAINABII ONOMIC ORKSHC	cs)			FR	EE TII	ME		
FRIDAY 26/7		PRES	GROUP SENTATI SESSME	IONS	BREA		GRO PRESENT (ASSESS	ATIONS		LUNCH											
MONDAY 29/07			IGNMEN JATION/																		

15h00

16h00













17h00

18h00



















1 JULY **MONDAY** 10H00-12H00 GMT+1 - ONLINE 12h00 14h00 15h00 19h00 GMT+3 11h00 13h00 16h00 17h00 18h00 20h00 21h00 GMT+2 10h00 11h00 12h00 13h00 14h00 15h00 16h00 17h00 18h00 19h00 20h00 19h00 09h00 10h00 12h00 14h00 15h00 16h00 17h00 18h00 GMT+1 11h00 13h00 KICK-OFF ICEBREAKER **MONDAY** AND TEAMBUILDING 1/7 **ACTIVITIES**

Kick-Off | Icebreaker and **Teambuilding Activities**

(h) 10h00-12h00

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GMT+2	10h00		11h00		12h00		13h00		14h00		15h00		16h00		17h00		18h00		19h00		20h00
GMT+1	09h00	ı	10h00	ı	11h00		12h00	ı	13h00	ı	14h00	ı	15h00	ı	16h00	ı	17h00	ı	18h00	ı	19h00
TUESDAY 2/7					GROU	JP W	ORK		L	.UNCI	4				GROUP	woi	RK				

Group Work

Group Work

(h) 10h00-13h00

14h00-18h30

























SUSTAINABILITY
IN THE CONTEXT OF
TOURISM ALONG THE
CAMINO DE SANTIAGO

+INFO: www.run-eu.eu

3 JULY WEDNESDAY 10H00-12H00 GMT+1 • ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

WEDNESDAY 3/7

INTRODUTORY LECTURE

Introductory Lecture

- (h) 10h00-12h00
- A Francisco Gonçalves and Bruno Sousa (IPCA)
- The introductory lecture sets the stage for the Sustainability in Tourism program, emphasising its focus on sustainable tourism along the Camino de Santiago.

It provides insights into the programme's objectives, team introduction, online logistics, structured course plan, assignments, and expectations. Notably, it announces an exciting face-to-face trip to explore heritage sites and sustainable tourism initiatives along the Camino. Participants will engage in lectures, discussions, and practical assignments

to gain a comprehensive understanding of sustainable practices and heritage interpretation. The program aims to equip participants with valuable insights into sustainable tourism while fostering active participation and engagement throughout the course.

4 JULY THURS

THURSDAY 10H00-18H30 GMT+1 • ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
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THURSDAY 4/7

GROUP WORK

LUNCH

GROUP WORK

Group Work

Group Work

① 10h00-13h00

(h) 14h00-18h30



















SHORT ADVANCED PROGRAMME









+INFO: www.run-eu.eu

5 JULY

FRIDAY 10H00-12H00 GMT+1 - ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
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FRIDAY 5/7 LECTURE ON THE TOURISM CAMINO DE SANTIAGO

Introductory on The Tourism Camino de Santiago

- ① 10h00-12h00
- A Francisco Gonçalves (IPCA)
- The lecture on the Camino de Santiago provides a comprehensive overview of this ancient pilgrimage route. It begins

with a historical overview, tracing its significance from the Middle Ages to the present day. The discussion then moves to the various routes and variations of the Central Portuguese Camino, highlighting their unique experiences and landmarks. Finally, it explores the profound significance of the Camino for

both pilgrims and the communities it traverses, emphasising its role in cultural exchange, economic impact, and heritage preservation. Overall, it presents the Camino as a journey of spiritual quest, cultural exploration, and solidarity among diverse cultures.

8 JULY

MONDAY 10H00-12H00 GMT+1 • ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

MONDAY 8/7

LECTURE ON HERITAGE INTERPRETATION

Lecture on Heritage Interpretation

- (h) 10h00-12h00
- A Hugo Sampaio (IPCA)
- The lecture on the principles of Heritage Interpretation emphasises its vital role in

preserving cultural heritage along the Camino de Santiago. The session covers fundamental principles such as relevance and engagement, highlighting how interpretation bridges the past and present. It explores techniques like storytelling and multimedia presentations, illustrating how they enhance visitor

experiences. By delving into case studies and best practices, the session aims to unlock the secrets of the Camino's cultural heritage, fostering a deeper appreciation among visitors and ensuring the continued relevance and protection of these historic sites.



























9 JULY TUESDAY 10H00-18H30 GMT+1 • ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

THURSDAY 9/7

GROUP WORK

LUNCH

GROUP WORK

Group Work

Group Work

(h) 10h00-13h00

(h) 14h00-18h30

10 JULY WEDNESDAY 10H00-18H30 GMT+1 • ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

THURSDAY 10/7

GROUP WORK

LUNCH

GROUP WORK

Group Work

Group Work

(h) 10h00-13h00

(h) 14h00-18h30































11 JULY THURSDAY 10H00-18H30 GMT+1 • ONLINE 19h00 GMT+3 11h00 12h00 13h00 14h00 15h00 16h00 17h00 18h00 20h00 21h00 GMT+2 10h00 11h00 12h00 13h00 14h00 15h00 16h00 17h00 18h00 19h00 20h00 19h00 09h00 10h00 11h00 12h00 13h00 14h00 15h00 16h00 17h00 18h00 GMT+1 **THURSDAY GROUP WORK** LUNCH **GROUP WORK** 11/7

Group Work

Group Work

(1) 10h00-13h00

(1) 14h00-18h30

12	JULY			FRI	D	A	/ 10	H	00-1	2ł	100	G	MT	+1	• 0	ΝI	_INI	Ξ	
GMT+3	11h00	12h00	13h00	1	4h00		15h00		16h00		17h00		18h00		19h00		20h00		21h00
GMT+2	10h00	11h00	12h00	1	3h00		14h00		15h00		16h00		17h00		18h00		19h00		20h00
GMT+1	09h00	10h00	11h00	1	2h00		13h00		14h00		15h00		16h00		17h00		18h00		19h00
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FRIDAY 12/7			TOURISM - A ASE STUDY AF																

Tourism - An Irish Case Study Approach

- (h) 10h00-13h00
- Noëlle and Catriona (TUS)
- This lecture emphasises the importance of regional tourism development, its economic and social significance including infrastructure development.

Drawing on the experiences of guest lectures using Irish based case studies the relationship between tourism and sustainability will be evaluated.































22 JULY

MONDAY 09H00-16H00 GMT+1

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

MONDAY 22/7

BRIEFINGS: IPCA & TUS MGMT, LECTURING TEAM, **PHD STUDENTS**

MEDIA, LITERATURE AND THE CAMINO BREAK DE SANTIAGO

LUNCH

ASSESSMENT DISSEMINATION RUN EU TEAM TEAMBUILDING WORKSHOP

FREE TIME

Briefings: IPCA&TUS MGMT, Lecturing Team, **PHD Students**

- 09h00-11h00
- A Francisco Gonçalves, Bruno Sousa, Hugo Sampaio (IPCA) and Catriona, Noëlle (TUS)

Media, Literatura and The Camino de Santiago

- (h) 11h30-13h00
- Noëlle (TUS)
- The lecture on the Impact of various forms of media and literature on the Camino de Santiago explores the influence of various media forms on the Camino de Santiago pilgrimage. It begins with an analysis of television, films, and documentaries, examining their portrayal of the route's cultural and historical significance. Moving to social media, it discusses the role of platforms like blogs and vlogs in connecting pilgrims worldwide. Finally, it explores the impact of literary works, including historical accounts and fiction, on shaping pilgrims' perceptions and inspiring their journeys. Through discussions and interactive activities, participants gain insights into how media and literature shape the Camino experience.

Teambuilding Workshop

(h) 14h00-15h00

Assessment Dissemination RUN-EU Team

(1) 15h00-16h00































23 JULY

TUESDAY 09H00-16H00 GMT+1

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

TUESDAY 23/7

WALK THE CAMINO REFLECT AND EXPLORE THE CAMINO S. PEDRO DE RATES

LUNCH

SUSTAINABILITY (ENVIROMENTAL) **WORKSHOP**

FREE TIME

Walk the Camino Reflect and Explore the Camino

(1) 09h00-13h00 S. Pedro de Rates

Sustainability (Environmental)

- 14h00-16h00
- Francisco Gonçalves (IPCA)
- The lecture focuses on ecotourism practices, biodiversity conservation, and sustainable waste management along the Camino de Santiago. It highlights efforts to minimise the environmental impact of tourism through responsible hiking and accommodation choices. Biodiversity conservation efforts are discussed, emphasising the protection and restoration of natural habitats. Additionally, the session explores sustainable waste management practices, promoting the principles of reduce, reuse, and recycle to minimise ecological footprints. By addressing these aspects, the session aims to promote environmentally responsible tourism practices along the historic pilgrimage route.





























24 JULY

WEDNESDAY 09H00-16H00 GMT+1

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
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WEDNESDAY 24/7

WALK THE CAMINO **REFLECT AND EXPLORE THE CAMINO BARCELOS**

LUNCH

SUSTAINABILITY (SOCIOCULTURAL)

FREE TIME

Walk the Camino Reflect and Explore the Camino

(h) 09h00-13h00 **Barcelos**

Sustainability (Sociocultural)

- 14h00-16h00
- Catriona (TUS)
- The lecture underscores the significance of preserving local traditions along the Camino de Santiago. It emphasises tourism's role in not only economic growth but also in safeguarding cultural heritage. Strategies for maintaining traditions and engaging local communities are discussed, aiming to ensure their active involvement and benefit from tourism. By prioritising sociocultural sustainability, the session advocates for a harmonious balance between tourism development and the preservation of cultural authenticity along the historic pilgrimage route.





























25 JULY

THURSDAY 09H00-16H00 GMT+1

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
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THURSDAY 25/7 WALK THE CAMINO
REFLECT AND EXPLORE THE CAMINO
EUROCITY | VALENÇA-TUI

LUNCH

SUSTAINABILITY (ECONOMICS) WORKSHOP

FREE TIME

Walk the Camino Reflect and Explore the Camino

O9h00-13h00Eurocity | Valença-Tui

Sustainability (Economics)

- (¹) 14h00-16h00
- Bruno Sousa (IPCA)
- The lecture examines the economic impact of tourism on the Porto and North Region along the Camino de Santiago. It advocates for a balance between economic benefits and environmental conservation, discussing challenges and opportunities in achieving this balance. Sustainable tourism business models are explored, aiming to prioritise long-term prosperity for both local communities and the natural environment. By considering the interconnectedness of sociocultural, environmental, and economic sustainability, the session seeks to promote a holistic approach to sustainable tourism, ensuring the preservation of the Camino's heritage and beauty for future generations.



























SUSTAINABILITY IN THE CONTEXT OF TOURISM ALONG THE CAMINO DE SANTIAGO

+INFO: www.run-eu.eu

26 JULY

FRIDAY 09H00-13H00 GMT+1

GMT+2 10h00	11h00)	12h00	1	13h00	145.00							
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GMT+1 09h00	10h00)	11h00	1	12h00	13h00	14h00	15h00	16h00	17h00	18h00		19h00
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FRIDAY 26/7

GROUP PRESENTATIONS (ASSESSMENT) BREAK PRESENTATIONS
(ASSESSMENT)

LUNCH

Group Presentations (Assessment)

() 09h00-11h00

Group Presentations(Assessment)

(¹) 11h30-13h00

29 JULY

MONDAY 09H00-13H00 GMT+1 • ONLINE

GMT+3	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00

MONDAY 29/07

ASSIGNMENT/ EVALUATION/Q&A

Assignmet/ Evaluation/Q&A

① 09h00-11h00

















