



# unitar

United Nations Institute for Training and Research

## Unitar Online Catalogue

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### CIFAL Malaga - Sustainable and Social Tourism Summit 2025: Slow Tourism Strategies for Social Sustainability

Personas

Plazo: 19 Mayo 2025

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|-----------------------------------------------------------|-----------------------------------------------------------------|
| Tipo:                                                     | Workshop                                                        |
| Ubicación:                                                | San José, Costa Rica                                            |
| Fecha:                                                    | 20 Mayo 2025 to 23 Mayo 2025                                    |
| Duración:                                                 | 3 Days                                                          |
| Área del programa:                                        | Decentralize Cooperation Programme                              |
| Sitio web:                                                | <a href="https://cifalmalaga.org/">https://cifalmalaga.org/</a> |
| Precio:                                                   | 58,89 US\$                                                      |
| Correo Electrónico del Centro de Coordinación del Evento: | info@cifalmalaga.org                                            |
| Colaboración:                                             | CIFAL Malaga, , Sustainable and Social Tourism Summit           |

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### ANTECEDENTES

Slow tourism is a way of traveling that promotes a deep connection with destinations, prioritizing the quality of the experience over the number of activities. Born from the slow movement, which advocates for a more mindful and

unhurried pace of life, this approach naturally aligns with the principles of sustainable tourism, encouraging respect for the environment, local culture, and the well-being of host communities. Slow tourism contributes to sustainable tourism in several ways. By focusing on longer stays and less frequent travel, it reduces the carbon footprint associated with mass transportation, especially air travel. It also encourages responsible practices such as using sustainable means of transport, supporting local consumption, and minimizing waste. Furthermore, this type of tourism boosts the local economy by promoting the purchase of local products and the use of services offered by small businesses, such as rural accommodations, local guides, and family-run restaurants. In doing so, it helps redistribute economic benefits and combat over-tourism. Slow tourism fosters genuine contact with local traditions, customs, and ways of life. By engaging in community activities and discovering heritage from a more relaxed perspective, travelers contribute to the preservation of cultural identity. Likewise, by stepping away from conventional tourist circuits and exploring less crowded destinations, slow tourism helps distribute the flow of visitors and reduce pressure on fragile or overexploited sites. This approach values the travel experience as an opportunity to disconnect from stress and reconnect with nature, people, and oneself. This more human-centered view of tourism leads to more meaningful and enriching experiences. Slow tourism is more than just a way of traveling - it is a philosophy that prioritizes sustainability, respect, and conscious enjoyment. Within the framework of sustainable tourism, it is a key tool to ensure that travel benefits both hosts and visitors, while preserving natural and cultural heritage for future generations. Promoting this type of tourism is a commitment to a future where quality, balance, and respect take precedence over haste and overcrowding. To achieve these goals, CIFAL Málaga has designed this course, which is part of the Sustainable & Social Tourism Summit, the largest sustainable tourism gathering in Ibero-America, held for the first time in Costa Rica.

## OBJETIVOS DEL APRENDIZAJE

By the end of the course, participants will be able to: ● Understand the environmental, social, and economic impacts of tourism and identify strategies to enhance its positive contributions. ● Explore the principles and philosophy of slow tourism and its alignment with sustainable tourism models. ● Design and promote sustainable tourism products and experiences rooted in local culture, community engagement, and environmental stewardship. ● Develop and implement strategic planning frameworks for sustainable destination management. ● Apply effective communication and marketing strategies to

promote slow and responsible tourism practices. ● Analyze and adapt real-world case studies to their own regional or professional contexts.

## CONTENIDO Y ESTRUCTURA

Module 1. Foundations of Sustainable Tourism 1.1. Environmental, Social, and Economic Impacts of Tourism 1.2. Strategies to Minimize the Negative Impacts of Tourism 1.3. Strategies to Maximize the Positive Impacts of Tourism 1.4. Sustainable Tourism, Responsible Tourism, Regenerative Tourism 1.5. The Importance of New Tourism Models Module 2. Slow Tourism as a Tool for Social Development 2.1. Experiential Tourism 2.2. Foundations of Slow Tourism 2.3. Philosophy of Slow Tourism 2.4. Benefits of Slow Tourism for Travelers and Communities 2.5. How to Integrate Slow Tourism into Sustainable Tourism Module 3. Development of Sustainable Tourism Products 3.1. Design of Sustainable Tourism Experiences 3.2. Innovation in Tourism Products 3.3. Use of Local Resources 3.4. Community Collaboration and Integration Module 4. Sustainable Tourism Management and Planning 4.1. Strategic Planning for Sustainable Tourism 4.2. Management of Sustainable Tourist Destinations 4.3. Sustainability Certifications and Standards Module 5. Communication and Marketing of Sustainable Tourism 5.1. Social and Sustainable Marketing Strategy 5.2. Communication of Sustainable Practices 5.3. Segmentation and Promotion of Slow Tourism Module 6. Case Studies and Best Practices 6.1. Successful Cases of Sustainable Tourism 6.2. Examples of Slow Tourism in Different Contexts 6.3. Adaptability of Successful Models to New Environments 6.4. Conclusions and the Future of Slow Tourism 6.5. Evaluation and Content Review

## METODOLOGÍA

The methodology adopts a fact-based approach, presenting practical applications through the analysis of real-life case studies, all tailored to the participants' level of knowledge and objectives. The module structure fosters a highly interactive learning experience, combining presentations, case studies, and hands-on activities. Each module follows a similar structure that facilitates learning. The presentations are short, conceptual, and highly interactive, combining discussions and debates with the presentation of real case examples. Participants who attend the course sessions, as well as the presentations at the Sustainable & Social Tourism Summit 2025, and successfully pass the evaluation, will receive a certificate of completion issued by CIFAL Málaga-UNITAR.

## PÚBLICO OBJETIVO

The course is specifically designed for participants of the Sustainable & Social Tourism Summit. The recommended number of participants to maximize the effectiveness of the applied methodology is a maximum of 50 people.