



2023 Master internship at University of Cadiz



TITLE : Coastal Heritage and Sustainable Tourism: Exploring Conservation and Community Engagement Strategies

LAB & PEOPLE

- Name of the hosting lab: Integrated Management of Coastal Areas Research Group
- General activities of the lab: Activities related to coastal management from a tourism perspective, incorporating approaches such as cultural heritage management or sustainable marketing.
- Website: <https://hum117.uca.es/>
- Number of staff / PhD: 16
- Supervisor name and contact: Gema Ramírez Guerrero (gema.ramirez@uca.es)

TOPIC OF THE INTERNSHIP

- Scientific context of the internship (max 20 lines)

In recent decades, there has been a growing interest on the part of tourism researchers and professionals in understanding how to sustainably preserve and promote cultural heritage in coastal areas, considering their potential as a tourism resource.

Integrated management of coastal areas is presented as a holistic approach that seeks to balance environmental conservation and cultural heritage protection with the development of sustainable tourism activities. This approach involves the active participation of multiple stakeholders, including local communities, government authorities, non-governmental organizations and tourism companies.

From a sustainable marketing perspective, the importance of promoting coastal cultural tourism in a responsible and ethical manner, taking into account the principles of social, economic and environmental sustainability, is recognized. This implies the development of marketing strategies that highlight the unique cultural values of coastal areas, while promoting heritage conservation and minimizing the negative impact on the natural environment.

Research in this field focuses on identifying best practices for sustainable management and marketing that will harness the tourism potential of coastal cultural heritage without compromising its integrity or negatively affecting local communities. Innovative approaches are explored, such as the creation of thematic tourism routes, the promotion of community participation in decision-making, and the implementation of responsible tourism practices.

Keywords : Coastal heritage, tourism, heritage management, sustainable tourism, cultural tourism

Bibliography

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Tsagarakis, K. P., Tsiaras, K. P., & Evgenakis, E. D. (2020). Balancing the carrying capacity of a coastal tourism destination under visitor pressure. *Journal of Sustainable Tourism*, 28(11), 1916-1933.

- Tasks and duties entrusted to the student:
 - Compilation of bibliography: A comprehensive review of relevant literature and academic sources related to the topic, allowing for a thorough understanding of the existing knowledge and research gaps.
 - Data collection and analysis: Gathering relevant data through surveys, questionnaires, or other methods, followed by systematic analysis to extract meaningful insights and draw conclusions.
 - Field trips to selected sites: Visiting specific coastal areas and cultural heritage sites to observe firsthand their characteristics, challenges, and potential for sustainable tourism development.
 - Interviews with agents involved in the tourism sector: Conducting interviews with key stakeholders, such as local community representatives, tourism operators, and

government officials, to gain insights into their perspectives, experiences, and opinions regarding the management of coastal heritage and sustainable tourism practices.

- Skills to be acquired or developed:
 - Research skills: Enhancing the ability to conduct thorough and systematic research, including literature reviews, data collection, and analysis, to gather relevant information and support evidence-based decision-making.
 - Data analysis and interpretation: Building proficiency in data analysis techniques, such as statistical analysis, qualitative coding, and visualization, to extract meaningful insights from collected data and effectively communicate findings.
 - Fieldwork and observation skills: Developing the capability to conduct field trips and site visits, including the ability to observe, document, and assess coastal areas and cultural heritage sites, taking into account their ecological, cultural, and socioeconomic aspects.
 - Interviewing and communication skills: Improving the ability to conduct interviews with various stakeholders involved in the tourism sector, including effective communication, active listening, and the art of asking relevant questions to gather valuable insights and perspectives.
 - Critical thinking and problem-solving: Cultivating the capacity to analyze issues related to the management of coastal heritage and sustainable tourism, think critically, and develop innovative solutions to challenges and conflicts that may arise.
 - Cross-disciplinary collaboration: Fostering collaboration and teamwork across different disciplines, such as environmental science, cultural studies, tourism management, and marketing, to gain a holistic understanding of coastal heritage management and develop integrated and sustainable strategies.
 - Ethical considerations and sustainable practices: Acquiring knowledge and awareness of ethical issues in coastal heritage management and sustainable tourism, and promoting responsible and sustainable practices that minimize negative impacts on the environment, culture, and communities.
 - Communication and presentation skills: Enhancing the ability to effectively communicate research findings, recommendations, and proposals to diverse audiences, including academic peers, policymakers, tourism professionals, and local communities, using appropriate formats and mediums.

PROFILE OF THE DESIRED STUDENT

- Minimum level of study required: Not required
- Field(s) of study: Tourism
- Scientific skills : 1) Capacity to work effectively as part of a research team, collaborating with peers, mentors, and stakeholders to foster interdisciplinary perspectives and contribute to collective knowledge in the field ; 2) Adaptability and resilience: The willingness to embrace challenges and uncertainties that may arise during the research process, and the ability to adapt research strategies and methodologies accordingly.
- Language skills required : Spanish preferred

THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): 3 months

Desired Starting date of the mission: January (*flexibility to start two months earlier or later*)

Indicative weekly schedule: *25h / week*

Remuneration : *No*

Erasmus grant / Internship agreement: an internship agreement will be signed.

To SEA-EU students:

*If you're interested please send your CV and letter of motivation to the scientist in charge,
gema.ramirez@uca.es before the **1 / 12 / 2023**.*