

Course guide book

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| Course title | Sustainable Tourism Management (ToHM2051) | | | | |
| Degree program | BA in Tourism and Hotel Management | | | | |
| Module name | Tourism Development and Management | | | | |
| Module No. | 05 | | | | |
| ECTS credits(CP) | 5 | | | | |
| Contact hours | Lecture 48 | Lab/Prac. 32 | Tutorial 0 | Home study 55 | Total 135 |

Course Description:

The course covers historical development, nature and scope, economic dimension, socio-cultural dimension, environmental dimension, key actors in sustainable tourism; tools of sustainability; functional management, concept of carrying capacity, role of government and different sectors of sustainable tourism. The level of sustainability of different types of tourism activities will be analyzed and different case studies will be given to students to enhance their knowledge and skill of the course.

Course Objectives:

At the end of the course, students will be able to:

- Develop an awareness of the environmental, socio-cultural and economic impacts of tourism.
- Acquire knowledge of the possible measures to readdress the negative impacts of tourism.
- Understand sustainability in tourism and incorporate the principles of sustainable tourism into developing and managing tourism destinations and product.

Schedule of Lectures, Activities and Readings

| Week | Chapters and topics | Teaching and assessment Methodology |
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| 1&2 | Chapter 1: Concept of Sustainable Tourism 1.1 Concept of Sustainable Tourism & Sustainable Development 1.2 Nature & Scope of Sustainable Tourism 1.3 Historical Background of Sustainable Tourism 1.4 Different Ways of Thinking towards Sustainable Tourism References: In <i>Sustainable Tourism: A Global Perspective</i> (R. Harris, T. Griffin and P. Williams, eds).pp 12-18 Swarbrooke, J. (1999). <i>Sustainable Tourism Management</i> . CABI Publishing. Pp 24-29 Bossel, H. (1999). <i>Indicators for Sustainable Development: Theory, Method, Applications</i> . International Institute for Sustainable Development. Pp 45-53 | Lecture, group discussion, individual learning • Quiz (chapters 1 &2) |
| 3-4 | Chapter 2: Dimensions of Sustainable Tourism 2.1 Environmental dimension 2.2 Socio cultural dimension 2.3 Economic Dimension References: In <i>Sustainable Tourism: A Global Perspective</i> (R. Harris, T. Griffin and P. Williams, eds. Pp 34-39 In <i>Sustainable Tourism: A Geographical Perspective</i> (C.M. Hall and A.A. Lew, eds), Longman. Pp. 45-53 | Lecture, group discussion, individual learning • Group assignment |

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| 5-6 | <p>Chapter 3: Key Actors in Sustainable Tourism</p> <p>3.1 Public Sectors 3.2 Industries 3.3 Host Community 3.4 Media 3.5 Voluntary Sectors 3.6 Tourists</p> <p>References Cotterill, D. (1996). Developing a sustainable ecotourism business. In <i>Taking the Next Steps</i>, pp 58-65 Swarbrooke, J. (1995). <i>The Development and Management of Visitor Attractions</i>. Pp.78-82 Butterworth-Heinemann Cotterill, D. (1996). Developing a sustainable ecotourism business. In <i>Taking the Next Steps</i>. Pp. 70-75</p> | Lecture, group discussion, individual learning |
| 7-8 | <p>Chapter 4: Sustainable Tourism in Different Geographical Milieus</p> <p>4.1 Coastal Area 4.2 Mountain Regions 4.3 Urban area 4.4 Rural area 4.5 Islands 4.6 Developing countries</p> <p>References: In <i>Sustainable Tourism: A Geographical Perspective</i> (C.M. Hall and A.A. Lew, eds), Longman. Pp 55-67 Cotterill, D. (1996). Developing a sustainable ecotourism business. In <i>Taking the Next Steps</i>, pp 78-84 Fuller, D. (1999). <i>Sustainable Marketing: Managerial-Ecological Issues</i>. Sage. P 89</p> | Lecture, group discussion, individual learning • Mid exam |
| 9-10 | <p>Chapter 5: Tools of Sustainable Tourism</p> <p>5.1 Area protection 5.2 Industry regulation 5.3 Visitor management techniques 5.4 Environmental impact management 5.6. Carrying capacity concept 5.7. Limits of acceptable change 5.8. Population affiliation change</p> <p>References: Brown, K., Turner, R., Hameed, H. and Bateman, I. (1997). <i>Environmental Conservation</i>. Pp 56-68 Carey, S., Gountas, Y. and Gilbert, D. (1997). Tour operators and destination sustainability. <i>Tourism Management</i>. Pp 56-59 Griffin, T. and DeLacey, T. (2002). Green Globe: sustainability accreditation for tourism. Pp 76-83</p> | Lecture, group discussion, individual learning • Group assignment |

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| 11-12 | <p>Chapter 6: Sustainable Tourism and Functional Management</p> <p>6.1. Marketing management 6.2. Human resource management 6.3 Operation management 6.4 Financial management</p> <p>References: Bossel, H. (1999). <i>Indicators for Sustainable Development: Theory, Method, Applications</i>. International Institute for Sustainable Development. Pp 45-57 In <i>Sustainable Tourism: A Global Perspective</i> (R. Harris, T. Griffin and P. Williams, eds).pp 63-68 Swarbrooke, J. (1999). <i>Sustainable Tourism Management</i>. CABI Publishing. Pp 67-72 Fuller, D. (1999). <i>Sustainable Marketing: Managerial-Ecological Issues</i>. Sage. pp 58-68</p> | <p>Lecture, group discussion, individual learning</p> <ul style="list-style-type: none"> Field report Submission |
| 13-16 | <p>Chapter 7: Sustainable Tourism in Different Sectors</p> <p>7.1. Tourist destination 7.2. Tour operations 7.3. Transportation 7.4. Hospitality 7.5. Cultural tourism 7.6. Ecotourism 7.7. Visitor attraction 7.8. All inclusive and self-contained resort complexes 7.9. Business tourism</p> <p>References: Swarbrooke, J. (1999). <i>Sustainable Tourism Management</i>. CABI Publishing. Pp 67-72 Carey, S., Gountas, Y. and Gilbert, D. (1997). Tour operators and destination sustainability. <i>Tourism Management</i>. Pp 102-109 Cotterill, D. (1996). Developing a sustainable ecotourism business. In <i>Taking the Next Steps</i>. Pp 135-145 Font, X. and Buckley, R. (eds) (2001). <i>Tourism Ecolabelling: Certification and Promotion of Sustainable Management</i>. CABI Publishing. Pp 68-84</p> | <p>Lecture, group discussion, individual learning</p> <p>Field report Presentation</p> |
| | Final exam | |

Summary of Course Assessment

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| • Assignment (Individual) | 10% |
| • Assignment (Group) | 10% |
| • Quiz | 10% |
| • Test | 20% |
| • Final Exam | 50% |

Grading: As per the university regulation.

COURSE POLICY

- Academic dishonesty including cheating, fabrication and plagiarism will not be tolerated and will be reported to concerned bodies for action.
- Students need to be active participant in the course, and ask questions and raise issues in relation to the course.
- Students are also required to submit the assignments according to the time table indicated.