

<b>DEREE COLLEGE SYLLABUS FOR:</b>		<b>US CREDITS: 3/0/3</b>
<b>HT 4021 SUSTAINABLE MANAGEMENT IN TOURISM AND HOSPITALITY – LEVEL 6</b>		<b>UK CREDITS: 15</b>
(Updated Fall 2021)		
<b>PREREQUISITES:</b>		
<b>CATALOG DESCRIPTION:</b>	The application of sustainable development principles in tourism and hospitality. Industry, consumer and policy perspectives and priorities in managing tourism and hospitality in a sustainable manner.	
<b>RATIONALE:</b>	This course highlights the importance of appreciating tourism as a sector that needs to be planned and managed in a sustainable manner. The course stresses the need to balance potentially conflicting perspectives and stakeholder interests and offers examples of how sustainability principles affect management in various sectors of the tourism and hospitality industry.	
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Critically assess key theoretical perspectives in relation to sustainable tourism and analyse the role of the various stakeholders involved in tourism management and policy.</li> <li>2. Critically discuss the potentially differing perspectives and priorities of consumers, businesses and the public sector in relation to sustainable tourism.</li> <li>3. Critically discuss how the principles of sustainable tourism can be applied in contemporary tourism and hospitality management.</li> </ol>	
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.</li> <li>➤ Cases and primary source documents are assigned as homework, the solutions of which are reviewed in class.</li> <li>➤ Assessment components: (a) the group presentation is aimed at assessing the students' understanding of key principles, concepts and theory frameworks covered in the early stages of the course, as well as introducing them to the potentially conflicting perspectives by different stakeholder groups. The nature of the questions will encourage students to engage critically with the subject matter; (b) the individual written project is aimed at encouraging students to further reflect on how the various theory perspectives and frameworks can be applied in practice within the context of the tourism and hospitality industry.</li> <li>➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of Blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.</li> </ul>	

<p><b>ASSESSMENT:</b></p>	<p><b>Summative:</b></p> <table border="1" data-bbox="646 170 1386 300"> <tr> <td><b>First Assessment:</b> In-class group presentation (15 minutes per group, 3-4 students per group)</td> <td><b>30%</b></td> </tr> <tr> <td><b>Final Assessment:</b> Individual project (3,000-3,500 words)</td> <td><b>70%</b></td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="646 348 1386 382"> <tr> <td>Discussion of case studies, articles and other resources</td> <td><b>0%</b></td> </tr> </table> <p>The formative assessments aim to prepare students for the summative assessments.  The first assessment tests Learning Outcomes 1 and 2.  The final assessment tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	<b>First Assessment:</b> In-class group presentation (15 minutes per group, 3-4 students per group)	<b>30%</b>	<b>Final Assessment:</b> Individual project (3,000-3,500 words)	<b>70%</b>	Discussion of case studies, articles and other resources	<b>0%</b>
<b>First Assessment:</b> In-class group presentation (15 minutes per group, 3-4 students per group)	<b>30%</b>						
<b>Final Assessment:</b> Individual project (3,000-3,500 words)	<b>70%</b>						
Discussion of case studies, articles and other resources	<b>0%</b>						
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED MATERIAL:</b></p> <ul style="list-style-type: none"> <li>• Edgel, DL, Sr (2020) <i>Managing Sustainable Tourism</i> (3<sup>rd</sup> ed.). London: Routledge (e-text)</li> </ul>						
	<p><b>RECOMMENDED READING:</b></p> <p>A. BOOKS</p> <ul style="list-style-type: none"> <li>• Benckendorff, P &amp; Lund-Durlacher, D (2013) <i>International Cases in Sustainable Travel and Tourism</i>. Oxford: Goodfellow Publishers</li> <li>• Holden, A (2013) <i>Tourism, Poverty and Development</i>. London: Routledge</li> <li>• Manente, M, Minghetti, V, &amp; Mingotto, E (2014) <i>Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism</i>. Cham: Springer</li> <li>• Mowforth, M &amp; Munt, I (2009) <i>Tourism and Sustainability: Development Globalisation and New Tourism in the Third World</i> (3<sup>rd</sup> ed.). London: Routledge</li> <li>• Paterson, C (2016) <i>Sustainable Tourism: Business Development, Operations, and Management</i>. Leeds: Human Kinetics, Inc.</li> <li>• Ritchie, JRB &amp; Crouch, GI (2003) <i>The Competitive Destination: a Sustainable Tourism Perspective</i>. Wallingford: CABI Publishing</li> <li>• Sharpley, R (2009) <i>Tourism Development and the Environment: Beyond Sustainability?</i> Abingdon: Earthscan</li> <li>• Telfer, DJ &amp; Sharpley, R (2007) <i>Tourism and Development in the Developing World</i>. London: Routledge</li> <li>• Weaver, D (2006) <i>Sustainable Tourism</i>. Oxon: Taylor &amp; Francis (or latest edition)</li> </ul> <p>B. ARTICLES</p> <ul style="list-style-type: none"> <li>• Butler, RW (1999) Sustainable Tourism: a state-of-the-art review, <i>Tourism Geographies</i> Vol.1(1), pp.7-25</li> <li>• Bramwell, B &amp; Lane, B (1993) Sustainable Tourism: An Evolving Global Approach, <i>Journal of Sustainable Tourism</i> Vol.1(1), pp.1-5</li> <li>• Chen, JS (2015) Tourism stakeholders' attitudes toward sustainable development: a case in the Arctic. <i>Journal of Retailing and Consumer Services</i> Vol.22, pp.225-230</li> </ul>						

	<ul style="list-style-type: none"> <li>• Clarke, J (1997) A framework of approaches to sustainable tourism, <i>Journal of Sustainable Tourism</i> Vol.5(3), pp.224-233</li> <li>• Diamantis, D (2000) Ecotourism and Sustainability in Mediterranean Islands. <i>Thunderbird International Business Review</i> Vol. 42(4) 427–443</li> <li>• Frey, N &amp; George, R (2010) Responsible tourism management: the missing link between business owners’ attitudes and behaviour in the Cape Town tourism industry. <i>Tourism Management</i> Vol.31, pp.621-628</li> <li>• Juvan, E &amp; Dolnicar, S (2016) Measuring environmentally sustainable tourist behaviour. <i>Annals of Tourism Research</i> Vol.59, pp.30-44</li> <li>• Lee, TH (2013) Influence analysis of community resident support for sustainable tourism development. <i>Tourism Management</i> Vol.34(1), pp.37-46</li> <li>• McKercher, B (1993) Some fundamental truths about tourism: understanding tourism’s social and environmental impacts. <i>Journal of Sustainable Tourism</i> Vol.1(1), pp.6-16</li> <li>• Scott, D, Hall, CM &amp; Gosling, S (2019) Global tourism vulnerability to climate change. <i>Annals of Tourism Research</i> Vol. 77, pp.49-61</li> <li>• Swanson, KK &amp; DeVereaux, C (2017) A theoretical framework for sustaining culture: Culturally sustainable entrepreneurship. <i>Annals of Tourism Research</i> Vol.62, pp.78-88</li> <li>• Torres-Delgado, A &amp; López Palomenque, F (2014) Measuring sustainable tourism at the municipal level. <i>Annals of Tourism Research</i> Vol.49, pp.122-137</li> <li>• Waligo, VM, Clarke, J &amp; Hawkins, R (2013) Implementing sustainable tourism: a multi-stakeholder involvement management framework. <i>Tourism Management</i> Vol.36, pp.342-353</li> </ul>
<b>INDICATIVE MATERIAL:</b> <i>(e.g. audiovisual, digital material, etc.)</i>	<b>REQUIRED MATERIAL: N/A</b> <b>RECOMMENDED MATERIAL: N/A</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard, MS Office, search engines
<b>WWW RESOURCES:</b>	Students are expected to use the internet at their own discretion to select information on the individual project. Useful sources include: <a href="http://www.sustainabletourism.net/">http://www.sustainabletourism.net/</a> <a href="http://www.sustainabletourisonline.com/">http://www.sustainabletourisonline.com/</a> <a href="http://www.gstcouncil.org/">http://www.gstcouncil.org/</a> <a href="http://climatecare.org/">http://climatecare.org/</a> <a href="http://www.sustainabilityprofessionals.org/">http://www.sustainabilityprofessionals.org/</a> <a href="http://www.haroldgoodwin.info/">http://www.haroldgoodwin.info/</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The impacts of tourism development</li> <li>2. The origins of the concept of sustainable tourism</li> <li>3. Key theoretical perspectives on sustainable tourism development</li> <li>4. The link with the associated concepts of CSR and Fairtrade</li> <li>5. Sustainable tourism as a proposed solution to issues associated with tourism development</li> <li>6. Understanding sustainable tourism from the consumer, business, destination and policy perspectives</li> <li>7. Implementing sustainable tourism principles in contemporary tourism and hospitality businesses</li> <li>8. Ethical dimensions of sustainable tourism policy and management</li> </ol>