

SUSTAINABILITY IN TOURISM

Objective of the Module

This module will set out the critical issues that make up the sustainability agenda. It will explain how human activity is effecting the global environment and changing climatic patterns and explore the increasing impact on tourism management in both the public and private sector. It will take an integrated approach to the concepts and strategies underlying the sustainable management of tourism. It will focus on the design of solutions to appropriately evaluate the environmental, social and economic impacts of tourism activities. This module will address current and future policy and best practice expectations for tourism businesses and provide expertise in the tools and processes available to manage tourism sustainably activities at global, European, national, regional and local levels.

Learning Outcomes

On completion of this module students will be able to:

- 1) Explain the complex impacts of human activity on the social, environmental and economic systems that underpin tourism and, in particular, their own regional and local realities and future developments.
- 2) Critically evaluate the environmental, economic and socio-cultural impacts of tourism development at a national and regional level.
- 3) Critically evaluate the environmental, economic and socio-cultural impacts of tourism development at a community level.
- 4) Design management strategies to measure the sustainability impacts of a tourism business and design polices and programmes to create sustainable tourism businesses.

Module Contents

Subjects covered would include:-

- Sustainability: Key policy developments
- Strategy Policy and planning: the role of government.
- Political economy of tourism development
- Future proofing through tourism planning
- Climate change mitigation strategies
- Environmental management: Fishbanks - an interactive online game.
- Geo Parks and protecting wild spaces
- Sustainable cities for tourism
- Integrating culture and heritage
- Community led tourism
- Sustainable (ethical) marketing
- Sustainable supply chain management
- Corporate Social Responsibility in tourism

- Environmental and social impact assessments
- Understanding customer expectations: responsibility, inclusivity and accessibility.

Teaching Methods

The lectures are designed to be highly interactive with discussions and activities based on a variety of teaching materials and methods including videos, films, small group work, case studies and role plays. It includes guest lectures from both the academic community and also local communities and sustainable tourism practitioners as well as visits to key government bodies and sustainable tourism projects.

Assessment Methods

Learning outcome (1) assessed by an essay

Learning outcomes (2) and (3) assessed by completing a sustainability assessment of a local tourism development

Learning outcome (4) assessed by a business plan and oral presentation

Required Textbooks

Mowforth, M. and Munt, I. (2015) *Tourism and Sustainability: Development, globalisation and new tourism in the Third World*. 4th ed. Abingdon: Routledge.

Kopnina, H. (2016) *Sustainability*, Routledge New York

Sharpley, R. (2014) *Tourism and Development: Concepts and Issues (Aspects of Tourism)* Channel view publications, Canada

Recommended Textbooks/reading

Blancas F. J., González M., Lozano-Oyola M., Pérez, F. (2010) The Assessment of Sustainable tourism: Application to Spanish Coastal destinations, *Ecological Indicators*, Volume 10, Issue 2, pp 484-492

Durr, E. and Jaffe, R. (2012) 'Theorizing slum tourism: performing, negotiating and transforming inequality', *European Review of Latin American and Caribbean Studies* 93: 113–23.

Epler Wood M. (2002). *Ecotourism: Principles, Practices and Policies for Sustainability*. UNEP & the International Tourism Society.

Gascón, J. (2014) 'Pro-poor tourism as a strategy to fight rural poverty: an analysis from its concept of poverty', *Journal of Agrarian Change*, 10.1111/joac. 12087.

Honey M. (1999). *Ecotourism and Sustainable Development: Who Owns Paradise?* Island Press.

Krutwaysho, O. Bramwell, B. (2010) Tourism Policy Implementation and Society *Annals of Tourism Research*, Vol 37, No3pp 670-691

Sharpley, R. (2009) *Tourism development and the environment: beyond sustainability?*
Routledge London

United Nations Environmental Programme (2005) Making Tourism More Sustainable: A Guide for Policy Makers. UNEP: Paris. Available online at <http://www.unep.fr/scp/publications/details.asp?id=DTI/0592/PA>

Washington, H. (2015). Demystifying sustainability: Towards real solutions. London: Routledge.

WCED. (1987). Our common future: Report of the World Commission on Environment and Development. Retrieved February 2015 from <http://www.un-documents.net/wced-ocf.htm>