

Module code: MOD003347	Version: 1 Date Amended: 02/Mar/2012
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1. Module Title
Sustainable Tourism

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
6	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
Sustainable tourism reflects this growing awareness of the cultural, environmental, economic and political impacts of travel. This module examines the characteristics of environmentally, economically, and socio-culturally sustainable tourism, and assesses the possibilities and limitations for its implementation in a variety of destination and product settings. We will also look at: - the concepts of sustainability that affect the tourism industry, - the range of tourism developments designed to maintain environmental, - the social and economic wellbeing of natural, built, and cultural resources, - the inherent stability of natural ecosystems. This module emphasizes conventional 'mass' tourism as well as small-scale 'alternative' tourism. Students will come to understand the sustainability of the business of tourism, which is a broader concept than tourism management and that green tourism and corporate social responsibility are not separate pieces to be shoehorned into existing operations. Student learning in this module will be assessed by way of a written midterm assignment and a final project.

6b. Outline Content
- Sustainable development of tourism - Environmental impacts of tourism - Social and cultural impacts of tourism - Economic impacts of tourism - Principles of sustainable tourism - Managing destinations - Steps to sustainable tourism - Biological diversity - The tourism World Summit on Sustainable Development and Tourism - Ecotourism and sustainable tourism - Case studies of (un)sustainable tourism practices

6c. Key Texts/Literature
Key Text: Peter Williams, Tony Griffin, Rob Harris, Sustainable Tourism, 2nd Edition, Taylor & Francis, Inc. - Routledge, 2002, ISBN: 0750689463
<i>Last Updated:</i>

6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Develop an awareness of the environmental, sociocultural and economic impact of tourism.
2	Knowledge and Understanding	Acquire knowledge of the possible measures to redress the negative impacts of tourism.
3	Knowledge and Understanding	Incorporate the principles of sustainable tourism into developing and managing tourism destinations and products.
4	Intellectual, practical, affective and transferrable skills	Develop an understanding and appreciation of sustainability in tourism and develop knowledge and understanding of the concept of ecotourism.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Other teacher managed learning	48	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Student managed learning	228	1-4	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1,2	50 (%)	Fine Grade	30 (%)
Details:	MIDTERM ASSIGNMENT - 3000 WORDS				
Midterm Assignment - 3000 words					
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Details:	FINAL PROJECT - 3000 WORDS				
Final Project - 3000 words					

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:**

(a) achieve the qualifying mark for each element of fine graded assessment of as specified above

(b) pass any pass/fail elements