

THM513 Sustainable Tourism

Faculty of Tourism and Hotel Management- Elective course

Credit: 3 ECTS: 7,5



Course Description: This master course in Sustainable Tourism provides a comprehensive exploration of the principles, practices, and challenges associated with fostering sustainable development within the tourism industry. Through a multidisciplinary approach, students will examine key concepts, models, and strategies that contribute to responsible and ethical tourism, addressing the balance between economic growth, environmental preservation, and cultural heritage.

Course Outcomes:

- Analyze the concept of Sustainable Tourism and critically evaluate its impact on local communities and ecosystems.
- Understand the foundational principles of Sustainable Development and their application to the tourism sector.
- Explore key concepts and models related to Sustainable Development Goals (SDGs) and their implementation in the context of tourism.
- Conduct a SWOT analysis for Sustainable Tourism development and formulate effective strategies for implementation.
- Examine the principles and practices of Eco Tourism as a sustainable travel alternative.
- Evaluate Jafari's Model and its significance in the context of achieving mass sustainable tourism.
- Assess the role of Information Technology in promoting sustainable tourism practices.
- Understand the principles of Destination Management and its relationship with sustainable development.
- Analyze the impacts of COVID-19 on tourism and explore sustainable solutions for the industry's recovery.
- Differentiate between Sustainable Tourism and Responsible Tourism, considering their implications on local communities and environments.
- Explore the structure, purpose, and scope of the UNWTO's "Sustainable Tourism for Development."
- Critically evaluate the 12 Aims of Sustainable Tourism outlined by the World Tourism Organization (UNWTO).