

Sustainable Tourism

Course Title	Sustainable Tourism							
Course Code	TTOU-400							
Course Type	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Tourism Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Tourism Elective	All Programs	General Elective		
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All Programs	General Elective							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 4, A ¹ Semester							
Teacher's Name	Dr. Michalis Anastasiou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	Sustainability is a contemporary term associated with several industries today: sustainable development, sustainable communities, sustainable agriculture and so on. This course entails both a theoretical and practical introduction to the emerging field of sustainable tourism, particularly emphasizing ecotourism, alternative tourism and tourism in protected areas. The student will be challenged to explain the current thinking process underlying the emerging international principles of sustainable development in travel and tourism.							
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Define ecotourism and explain environmental awareness principles. 2. Comprehend the current trends and developments in ecotourism. 3. Critically evaluate sustainable responses to the wide range of challenges facing the tourism industries and assess their effectiveness 4. Discuss the importance of the local ecology, culture, history and economic development balanced with a social responsibility. 5. Identify ecotourism markets, organizations regulations and code of conducts. 6. Critically discuss the visions for sustainability and models that promote tourism and economy to rural places. 							
Prerequisites	TTOU – 200 Structure of Tourism or Junior	Required						

Course Content	<p>The course is structured around the following modules:</p> <ol style="list-style-type: none"> 1. Evolution of eco-tourism and principles of ecotourism development 2. Knowledge of current trends in ecotourism 3. Social responsibility, local ecology, culture, history and economic development. 4. Ecotourism markets 5. Awareness of conserving natural resources and maintaining the integrity of the indigenous culture 6. Sustainable tourism 7. Organizations and codes of conduct 8. Sustainable tourism in developing countries 9. Pro-poor tourism - benefiting the poorest sectors of society 10. Creating models for tourism that bring new economic benefits to rural people in Asia, Central America, Africa 11. Visions for sustainability 								
Teaching Methodology	The course is delivered through lectures, group discussions and group activities.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Spenceley A., <i>Responsible Tourism, critical issues for conservation and development</i>, Earthscan Press, UK, 2008. 2. Weaver D., <i>Sustainable Tourism</i>, A Butterworth-Heinemann, 2007. <p>Recommended</p> <ol style="list-style-type: none"> 1. Weaver D., <i>Sustainable Tourism: Theory and Practice</i>, Butterworth-Heinemann, 2005. 2. Patterson C., <i>The Business of Ecotourism</i>, 3rd ed., Trafford Publishing, 2007. 3. Wood M. E., <i>Ecotourism: Principles, Practices and Policies for Sustainability</i>, 2002. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="517 1704 1369 1957"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								

