

Course Title	Sustainability in Hospitality & 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 Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Tourism Requirement	All Programs	General Elective			
Hospitality Bachelor	Tourism Requirement								
All Programs	General Elective								
Level	Bachelor (1 st Cycle)								
Year / Semester	Year 4, A' Semester								
Teacher's Name	Dr Kyrillos Nikolaou								
ECTS	6	Lectures / week	3	Laboratories / week					
Course Purpose and Objectives	<p>This course will give students an understanding of the concept of sustainability within the hospitality and tourism context. Students will have an opportunity to attain analytical and critical thinking skills in order to be able to distinguish techniques on evaluating sustainability. The course creates awareness of the economic potential of sustainability and in the field of measuring sustainability. Therefore, students will go through a comprehensive overview of the concept of sustainable development and its application with emphasis on the methods and processes in achieving sustainability goals. The course provides students the practical knowledge how to establish a viable tourism business which is sustainable and profitable.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • Explain the concept of sustainability. • Identify techniques on evaluating sustainability within the hospitality and tourism context. • Distinguish the opportunities related to the concept for developing rural areas and for supporting social development. • Discuss the challenges that stakeholders have in determining the sustainability in action in various fields. 								

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the nature and meaning of sustainability. 2. Recognize the relation between tourism/hospitality and sustainable concept. 3. Identify approaches to implement sustainability in tourism. 4. Explain the importance of community involvement for a sustainable tourism development. 5. Develop skills to understand and explain the necessity of a more sustainable way of living 6. Critically review advantages and disadvantages of the concept 		
Prerequisites	Junior	Required	
Course Content	<ol style="list-style-type: none"> 1. Understanding the sustainable development within tourism and hospitality 2. The context of sustainability 3. Sustainable tourism planning 4. Sustainable operation management 5. Marketing for sustainable tourism 6. Sustainable human resource management 7. Measuring sustainability in the context of tourism 8. Rural tourism and sustainable development 9. Cruise tourism and sustainable development 10. Eco-tourism and sustainable development 11. Managing sustainable festival, meeting and events 12. The future of sustainable tourism development 13. Regional/country case studies 		
Teaching Methodology	<p>The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures</p>		
Mode of delivery	Face to face.		
Bibliography	Required		
	Weber, L. (2016). Sustainable Tourism Development. Willford Press. ISBN-10: 1682851516		
	Recommended		
Vignati, F., Hawkins, D., Priedeaux, B. (2016). Sustainable Tourism: driving green investment and shared prosperity in developing countries. CreateSpace Independent Publishing Platform. ISBN-10: 1516873807			

<p>Assessment</p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="550 302 1401 562"> <tr> <td data-bbox="550 302 975 376">30 – 50 %</td> <td data-bbox="978 302 1401 376">Final Exam</td> </tr> <tr> <td data-bbox="550 376 975 443">20 – 40 %</td> <td data-bbox="978 376 1401 443">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="550 443 975 510">10 – 30 %</td> <td data-bbox="978 443 1401 510">Assignments / Projects</td> </tr> <tr> <td data-bbox="550 510 975 562">0 – 10 %</td> <td data-bbox="978 510 1401 562">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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<p>Language</p>	<p>English</p>								