

Sustainable Tourism

Course Description:

This course will provide an understanding of sustainability and its importance and relevance to tourism development. The impacts of tourism, indicators, stakeholder theory, and strategies will be analyzed and evaluated. Theoretical and practical examples will be provided to help provide context to the principles of sustainable tourism development.

Student Learning Objectives

1. Debate the importance of sustainability and its relationship to tourism development principles.
2. Synthesize current research literature related to sustainable tourism management.
3. Assess the impacts (social, environmental, economic) of tourism development on multiple stakeholder groups and on the global community.
4. Analyze the sustainable actions currently undertaken by tourism businesses, destinations and individual travelers.
5. Evaluate the differing models and management strategies of sustainable tourism development.
6. Critique the components of the tourism industry (infrastructure, services, attractions, markets and host community) and the interrelationships of these components in successful tourism development.
7. Identify, develop, and target consumer/business markets with sustainable tourism.
8. Research the changing expectations and behaviors of individual travelers.
9. Collect and analyze primary and secondary data about sustainable tourism management and develop a sustainable tourism strategic plan based on the analysis.