

MODULE DESCRIPTOR

MODULE TITLE	TOURISM DEVELOPMENT AND SUSTAINABILITY		
MODULE CODE	TL2120 (L5)	CREDIT VALUE	20 / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The overall aim of this module is to equip students with an understanding of the opportunities and constraints associated with tourism development underpinned by the principles of sustainability. It provides the basis for a discussion on the validity of the concept of sustainable tourism and explores the management tools and techniques that can be deployed as a means of managing and developing tourism in a sustainable context.

Ultimately the module will develop the conceptual and analytical skills of future tourism management graduates who must stay ahead of these themes in a globally conscious industry.

MODULE CONTENT

Tourism Development
 Sustainable Tourism
 A Historical Perspective of Tourism's Role in International Development
 Trends and Challenges that Affect Tourism
 The Economic, Social and Environmental Costs of Tourism
 Tourism as a Global Development Tool
 Benefits of Sustainable Tourism for Consumers, Destinations & Businesses
 Sustainable Tourism Strategies for Destinations & Businesses
 Tourism Policy, Visitor Experience, and Systems Thinking
 Visitor Management Frameworks
 The Value of Tourism in Communities
 Ethics in Tourism Management
 Alternative types of tourism
 Sustainable transport
 Destination Development and Competitiveness
 Tourism and Development in Developing Countries
 Tools and techniques to manage and monitor the sustainability of tourism
 Predicting future scenarios

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Explain in detail the complex relationship and issues associated between tourism development and managing sustainability
2.	Analyse proposals for tourism development and interpret them from an environmental perspective

TEACHING METHODS

- The module will be delivered on-campus
 - The student will attend a weekly lecture & seminar
 - Lectures will be research informed where possible
 - Each lecture will be available on-line & will direct students towards recommended reading
 - Seminars will primarily consist of exercises and discussions that underpin and supplement knowledge acquired in the lectures
 - As far as possible seminars will be student focussed & flexible enough to respond to student needs
 - Two assessments will be undertaken in semester one and two
 - Assessment will be both formative and summative
 - Assessment will include individual and group work
 - The students will conduct their presentations within seminars & their peers will be expected/encouraged to question & discuss the content of these presentations
 - Some seminars will be set aside for briefings & workshops related to assignments
 - A range of supplementary learning materials (notably articles) will be available on E-Learn
 - Feedback will be individualised and designed to improve future performance constructively
 - Fairness and rigour will be applied to the assessment of student work
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ASSESSMENT METHODS

This module is assessed through a Classroom debate exercise with Literature Review (60%) and an Academic Poster with Discussion (40%).