

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Sustainable Tourism and Hospitality in the 21 <sup>st</sup> Century		
<b>Module Code</b>	19-7T06-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 10% Coursework 90%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	Long: 2 semesters	Short: 1 semester	<b>Other delivery pattern:</b>
YES	NO	YES	None

### 1 MODULE AIMS

These are the aims of the module are to:

1. understand the need for sustainable development and sustainable tourism and hospitality;
2. examine different philosophies of sustainable tourism in order to assess their relevance for tourism and hospitality management;
3. critically assess how the principles of sustainable tourism can operate in practice in tourism and hospitality businesses and destinations; and
4. analyse the market for sustainable tourism and hospitality and how obstacles to implementation can be overcome.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. analyse the nature of sustainable tourism and hospitality within the context of sustainable development;
2. evaluate the range of approaches to sustainable tourism and hospitality and assess their practical application in differing local and global contexts;
3. analyse the changing demand for tourism and hospitality consumption and how that affects the sustainability of the tourism and hospitality product;
4. assess the role of various stakeholders involved in sustainable tourism and hospitality and demonstrate a critical awareness of the roles which they play in its operation; and

5. critically assess the extent to which tourism and hospitality businesses and destinations are applying sustainable principles and propose practical, achievable steps to increase this sustainability in small and large scale scenarios.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module will be taught by a combination of lectures, seminars, and case study workshop sessions. The aim throughout will be to link theory and practice in terms of applying sustainable principles to tourism and hospitality practice. Personal knowledge of the students will be integrated and evaluated with respect to sustainable tourism and hospitality concepts. Discussion and debate will be encouraged to develop ideas and concepts as the module progresses. Guest lectures will be integrated into the module where appropriate to increase the diversity of viewpoints on this complex subject.

A choice of topics for the assessment allows students to follow particular interests in various conceptual areas. Freedom to select a personal case study of a tourism and hospitality organisation or destination for the assignment allows the assessment of sustainable tourism principles in practice in a focused and critical manner.

The module will be assessed by two pieces of coursework. Part one is in the form of an assignment proposal, designed to achieve awareness and understanding of relevant literature and to develop a clear plan for the main assessment. Detailed feedback is given to the students prior to their commencement with the second assessment task. Part Two utilises this plan in the context of a specific tourism and hospitality business, destination or product.

#### ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Proposal	CW	10%	1000 words	Y
2	Report	CW	90%	3500 words	N

### 4 INDICATIVE MODULE CONTENTS / TOPICS

- Tourism and sustainable development: a contested concept and changing principles
- Sustainability in local and global tourism and hospitality developments
- Tourism and Hospitality industry action for sustainability in the 21<sup>st</sup> century
- Demand issues: Green consumerism and changing lifestyles - the 'new tourist'
- Demand Issues: Sustainability and mass tourist markets
- Community involvement in the development of sustainable tourism and hospitality
- Niche tourism and hospitality: complimentary or conflicting products
- Ecotourism and hospitality as sustainable tourism and hospitality: Eco-ethics or eco-sell
- Sustainability and mass tourism and hospitality: a neglected consideration
- Theory into practice. Destination study in practice

## **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
  - Module Handbook
  - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

### **FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>  2
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### **MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

### **REVISIONS**

<b>Date</b>	<b>Reason</b>
Oct 2012	Minor Modification