

BHOS312 Sustainability in Tourism and Hospitality

ECTS Value: 4 ECTS

Overall Objectives and Outcomes

This module aims at examining the theoretical and applied dimensions of the concept of sustainable tourism and hospitality and how these evolve in time. A number of factors, notably: the economy; planning; the environment and social aspects will be addressed in relation to the promotion of sustainable tourism and hospitality development. Furthermore, this module will discuss core aspects of pedagogy and the appropriate techniques and methods that should be employed to teach this subject effectively to students using the relevant syllabus provided by the local education authority.

By the end of this module, the learner will be able to:

Competences

- a. critically review the implications of global and local environmental issues and their causes in light of sustainable development and the principles of sustainability within the Hospitality industry;
- b. develop a comprehensive understanding of various elements which have a mutual effect on sustainability, such as: the economy; the environment; and the social aspects, and other sectors which are of direct or indirect relevance to tourism;
- c. critically review the role of environmental audits and visitor flows within the Hospitality sector and discuss how specific tools can be employed to enhance Hospitality management strategies and planning locally and abroad;

Knowledge

- a. identify the concepts of sustainability in light of the local and international Hospitality industry and discuss the benefits which can be brought forward with the implementation of theories pertaining to sustainability of the global Tourism and Hospitality sector;

Indicative content:

- i. the Concepts of Sustainable Development;
- ii. interpretations of Sustainable Development;
- iii. critical Analysis of Sustainability and how it is related to the Global Tourism and Hospitality Sectors.

- b. explain the core arguments about sustainability which are currently being addressed in an effort to improve the environmental, economic and socio-cultural concept vis-a-vis the Tourism and Hospitality sectors;

Indicative content:

- i. cotemporary Debates of Sustainable Tourism;
- ii. environmental, Economic and Socio-Cultural aspects of Sustainable Tourism.

- c. discuss the impacts of Tourism and Hospitality on the physical and socio-cultural environment and assess the actions that may be taken to reduce direct negative consequences;

Indicative content:

- i. the Environment - Land Use Management/Social and cultural Issues/CSR;
- ii. the concept of Limits of Acceptable Change in relation to the impact of the Tourism and Hospitality sectors.

Skills

- a. identify the core principles of sustainable tourism, the cultural construction of the key concepts, key drivers and implements these principles;
- b. use models of Limits of Acceptable Change related to the Hospitality and Tourism sectors;
- c. apply the knowledge obtained in this course to teach students the necessary material according to the relevant syllabus;
- d. identify those academic disciplines which correspond and contribute towards Sustainable Tourism and Hospitality;
- e. identify resources which are employed in the tourism and hospitality to make these sectors more sustainable;
- f. analyse various management strategies and policies in the workings of Sustainable Tourism and Hospitality initiatives;
- g. assess the relationship between Sustainable Tourism and mass tourism;
- h. present research findings to fellow colleagues with regards to sustainable tourism;
- i. illustrate the importance of sustainable tourism and hospitality and how these affect global tourism overall;
- j. present the topic to students in a clear and effective way;
- k. carry out independent research exercises on sustainable tourism and hospitality in order to prepare the necessary educational resources for student;
- l. access specific online sites and portals to obtain the necessary resources and compile the information into visual/audio-visual material that can be used during the delivery of lessons.

Assessment Methods

This module will be assessed through: presentation and written assignment.

Suggested Readings

Core Reading List:

1. Legrand, W., Sloan, P. and Chen J.S. (eds.). 2016. Sustainable in the Hospitality industry: Principles of Sustainable Operations (3rd Edition). Routledge: London.
2. Weaver, D. 2006. Sustainable Tourism: Theory and Practice Elsevier: London.
3. Baker, S. 200). Sustainable Development. Routledge: London and New York.
4. Melissen, F. 2013. Sustainable hospitality: a meaningful notion?. Journal of Sustainable Tourism, 21(6), pp.810-824.
5. Moutinho, L. 2000. Strategic Management in Tourism. CABI Publishing.