

Programme: MBA Tourism & Travel Management

MBT5303

SUSTAINABLE TOURISM PRACTICES

Course Code	MBT5303	Semester	III
Course Title	Sustainable Tourism Practices		
Credits	3	Type	Core

Course Description

This skill-based course helps develop sustainable practices in tourism destinations and allied services and learn about responsible tourism and inclusive tourism.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Learn about the basic concept of sustainable tourism development, principles and various commissions and conferences and their consequences on sustainable tourism
- CO2: Know the various sustainable tourism approaches and the different applications of this concept to the tourism sector.
- CO3: Learn the principles of sustainable tourism and its emerging trends.
- CO4: Understand the concept of responsible with case studies
- CO5: Develop the skills needed to promote Sustainable Tourism, Ecotourism, and Alternative forms of tourism

Course Structure

The following is a detailed syllabus of Sustainable Tourism Practices:

Module I: Sustainable Development

Evolution - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992, Rio+10, Rio+20-World Conference on Sustainable Tourism 1995 - WSSD 2002, Earth Summit-Agenda 21, Globe 90 conference.

Module II: Approaches to Sustainable Tourism

Standardization and Certification - Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Responsible Tourism- Industry initiatives for sustainable tourism.

Module III: Ecotourism Principles and Trends

Evolution, Principles -Quebec Declaration 2002 - Kyoto Protocol, 1997- Functions of Ecotourism- Ecological Footprints – Activities & Impacts-Carrying capacity- Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Policies -Ecotourism Projects - Case Studies.

Module IV: Responsible Tourism

Introduction-The Cape Town Declarations- 2002 -Kerala Declarations on Responsible Tourism, 2008- concept and definition- features of responsible tourism- Responsible tourism practitioners- Stakeholders of responsible tourism- Selected Case studies in Kerala.

Module V: Inclusive Tourism

Concept of inclusive growth and inclusive tourism- UNWTO global report on inclusive tourism-Tourism as a tool for inclusive growth-Inclusive tourism and its linkages with accessible tourism, community based tourism, pro-poor tourism-Variations of Inclusion- Inclusive tourism destination case studies - Complementarity with other approaches to inclusion.

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Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Gianna Moscardo (2008), Building community capacity for tourism development, CAB International, United Kingdom
- Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
- Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing. 3. Fennel, D.A. (2008).
- Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
- Weaver, D. (2001). The Encyclopaedia of Ecotourism. London: CABI Publication.