Module code: MOD007240	Version: 1 Date Amended: 14/Feb/2020

1. Module Title

Sustainable Tourism Management

2a. Module Leader

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2b. School

School of Management at Anglia Ruskin University

2c. Faculty

Faculty of Business and Law

3a. Level

6

3b. Module Type

Standard (fine graded)

4a. Credits

30

4b. Study Hours

300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Tourism is an attractive form of development for many countries, though in many cases there is an undue focus on international tourism, often to the detriment of a focus on domestic tourism. Yet, all tourism has negative and positive aspects to it. Tourism involves not only inflows of foreign financial resources but also outflows (leakages), which can significantly neutralize the positive financial effects of international tourism. We will critically review the social and economic consequences of certain forms of tourism, looking at how ecotourism; nature-based and wildlife tourism; events tourism; volunteer tourism; and approaches such as pro-poor tourism are seeking to bring more widespread social, economic and environmental benefits. There is a particular focus on the benefits to local people, including the poorest groups of people in tourism destinations. You'll examine the regional, national, and international frameworks in which the tourism industry operates to identify some of the main alternative options and strategies for tourism development examining the economic, cultural and environmental potentials, determinants, and constraints. The module uses in-depth case studies to discuss the dichotomy between sustainability-led strategies in mass tourism and the implementation of sustainability as a niche tourism strategy including market interventions such as 'pro-poor tourism'. The module examines the roles of differing agents in tourism development e.g. how governments may be constrained by a range of international factors in seeking to develop tourism, such as a need for foreign revenue, and thus may have little negotiating influence with multinational tourism organisations. The module is strongly grounded in the notions of sustainability, ethics and responsibility and the extent to which these are integrated into the development, management and innovations in the tourism sector globally and locally.

6b. Outline Content

The module will draw on real-life case studies, discussions and reflective practice to evaluate current developments in supply side management and corporate responsibility policies and practices and planning focused on United Nations' Sustainable Development Goals (SDGs) - including adaptations to climate change in tourism.

Key debates, issues and questions:

The need for sustainability in tourism development and management linking ethics, responsibility and sustainability in tourism;

Sustainable tourism and the role of institutions, markets, pro-poor growth and policy in various contexts (no two places are the same) - Sustainability and the tools for analysis and management (stakeholder analysis, audits, impact assessments, indicators, certification, codes of practice, education, tour guiding and cultural intermediaries, visitor management, zoning, regulation, protection, eco-labelling, community participation, corporate social responsibility etc.);

A critique of social, cultural, economic and environmental sustainability through the lenses of supply chains management, the dichotomy between mass tourism and special interest tourism in terms of sustainability-led management, the balance between leakages and linkages in different destination contexts;

Ecotourism as a variant of sustainable tourism and the question of equity in tourism development, management and fair distribution of benefits amongst key stakeholders;

Ecotourism, nature-based tourism, and wildlife tourism: the dilemma of environmental sustainability in fragile areas in an age of climate change - Wildlife tourism and the sustainability and ethics of consumptive and non-consumptive uses in and through tourism and the emerging phenomenon of last chance tourism;

Sustainability and competitiveness of tourism destination, with critical appraisal of policy, planning and the regulatory framework, destination management systems;

Case studies focusing on whether or not tourism in fragile areas and faraway places can be sustainable and ethical e.g. mountain tourism (skiing), marine areas (cruise tourism), cold areas (polar region, Arctic and Antarctica) desert regions (camel trekking);

Concluding debate/discussions - what responsibilities come with the right to travel? What tourism development and management approaches have the highest level of efficacy in the quest for sustainable, ethical and responsible global tourism industry? What are the local limitations that may counteract their adoption in practice?

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None.

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Assess and critique widely used analytical and management tools in order to evaluate the effect of supply side management and corporate responsibility policies on the sustainability of tourism in developed or developing countries;
2	Knowledge and Understanding	Evaluate and compare sustainability, ethical and responsible tourism outcomes in a number of contrasting destination case studies in order to assess the roles, opportunities, and constraints upon the various agencies in tourism development in a case study;
3	Knowledge and Understanding	Apply stakeholder analysis to wider tourism business and destination contexts and draw insights from the dynamics, power politics and influences of different groups and the implications for the practice of Sustainable, ethical and responsible tourism;
4	Intellectual, practical, affective and transferrable skills	Demonstrate in writing and orally, analysis skills with regard to issues of sustainability, ethics and responsibility in tourism in various contexts (global, local, developed and developing country, private and public sector etc.);
5	Intellectual, practical, affective and transferrable skills	Critically assess the sustainability and competitiveness of a tourism destination;
6	Intellectual, practical, affective and transferrable skills	Confidently enter the conversation on sustainable, ethical and responsible issues relating to global tourism.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	Not applicable	Not applicable
Other teacher managed learning	60	1-6	Workshops - 2 x 2 hours weekly, online debates
Student managed learning	240	1-6	Wider reading, engaging with debates online. Canvas activities etc
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	40 (%)	Fine Grade	30 (%)

Engagement with current and/or online debates (equivalent to 2,000 words)

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-5	60 (%)	Fine Grade	30 (%)

Destination an/or industry Report (equivalent to 4,000 words)

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]