

<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Compulsory module R 5.2: Sustainable Tourism</b>
<b>Course number</b>	
<b>Hours per week (SWS)</b>	2 weekly contact hours per semester / 22,5 h
<b>Number of ECTS credits</b>	2
<b>Course objective</b>	After completing this module successfully, students will be able to analyze tourism critically from a sustainable perspective. They will be able to evaluate and assess global networking with the resulting competitive situations and interdependencies, and spin-off effects of tourist areas in a sustainable setting. Students are able to link theoretical and empirical results on sustainable tourism to a holistic environment, which is dominant in selected markets. In the end, students can assess potentials and risks in the context of sustainable tourism. Students should develop written and verbal presentational skills. They demonstrate group-work, questioning and listening skills. Group-work enables students to demonstrate their ability to assemble a diverse range of material, show awareness of differing approaches and to make evaluative judgements.
<b>Prerequisites</b>	See conditions for progression to advanced semesters (cf. study and examination regulations)
<b>Recommended reading</b>	
<b>Teaching methods</b>	Lecture: 2 weekly contact hours per semester R 521 Sustainable Tourism (1 weekly contact hour per semester) R 522 Instruments for Sustainable Tourism (1 weekly contact hour per semester)
<b>Assessment methods</b>	written exam or module assignment (according to study plan)
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Marius Mayer
<b>Email</b>	<a href="mailto:marius.mayer@hm.edu">marius.mayer@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	<ol style="list-style-type: none"><li>1. Conceptualising sustainability, sustainable development and sustainable tourism within a competitive and dynamic global environment;</li><li>2. Introduction to the principles of sustainable development and sustainable tourism;</li><li>3. Application of the principles of sustainable development in the context of tourism;</li><li>4. Definitions and conceptual models of sustainable tourism;</li><li>5. Environmental, economic and socio-cultural impacts of tourism;</li><li>6. Monitoring sustainable tourism;</li><li>7. Corporate sustainability and corporate social responsibility (CSR);</li><li>8. Environmental and business ethics;</li><li>9. Policy tools for sustainable tourism;</li><li>10. Community participation and planning issues;</li><li>11. Selected case studies in sustainable tourism.</li></ol>
<b>Remarks</b>	