

Courses in English Course Description

Department	14 Tourism
Course title	Sustainable Tourism (course offered every semester)
Course number	R 521/522
Hours per week (SWS)	2 weekly contact hours per semester / 22,5 h
Number of ECTS credits	2
Course objective	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.
Prerequisites	See conditions for progression to advanced semesters (cf. study and examination regulations)
Recommended reading	
Teaching methods	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)
Assessment methods	60 minute written exam as electronic presence examination with SEB
Language of instruction	English
Name of lecturer	Prof. Dr. Marius Mayer
Email	marius.mayer@hm.edu
Link	
Course content	<ol style="list-style-type: none"> 1. Conceptualising sustainability, sustainable development, sustainable tourism or other sustainability-related aspects within a competitive and dynamic global environment; 2. Introduction to the principles of sustainable development in general, in tourism and other fields; 3. Application of the principles of sustainable development in general, in tourism and in other fields; 4. Definitions and conceptual models of sustainability in general, in tourism or in other fields; 5. Environmental, economic and socio-cultural impacts of tourism or of other industries and fields; 6. Monitoring sustainability in tourism or other industries and fields, e.g. through indicators such as ISO and other standards; 7. Corporate sustainability and corporate social responsibility (CSR); 8. Environmental and business ethics; 9. Policy tools for sustainability in general, in the tourism sector or in other industries and fields; 10. Community participation and planning issues; 11. Selected sustainability-related case studies. 12. List of topics not exclusive
Remarks	