

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSE- 6.2)
Sustainable Tourism

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Components of the course			Eligibility criteria	Pre- requisites of the course
		Lecture	Tutorial	Practical		
Sustainable Tourism DSE 6.2	4	3	1	-	Pass in class 12th	-

Learning Objectives:

This course possesses an expanded understanding of the principles, concepts, and frameworks related to sustainable tourism and its significance in the context of the tourism industry. This course examines national and international policies, frameworks, certification and best practices related to sustainable tourism planning, development, and management. This course equips the learners to identify and evaluate the environmental effects of tourism activities, including issues such as biodiversity conservation, natural resource management, waste management, and climate change. Further this course provides the knowledge of the socio-cultural dimensions of sustainable tourism such as cultural impacts of tourism on local communities, including issues of cultural preservation, community empowerment, social equity, and cultural heritage protection. The students will know about the role of National Institution for Transforming India Ayog (NITI Ayog) in Monitoring Sustainable Development Goals (SDGs) in India.

This course also focuses on economic aspects of sustainable tourism such as the economic benefits and challenges associated with sustainable tourism, including strategies for maximizing local economic benefits, addressing economic leakage, promoting sustainable livelihoods, and fostering public-private partnerships. The learners will acquire the knowledge and skills in developing effective marketing and communication strategies to promote responsible tourism practices, engage tourists, and raise awareness about sustainable destinations and activities.

Learning Outcomes:

After completing this course, the learners would be able to:

1. critically evaluate the key theoretical perspectives in relation to sustainable tourism.
2. apply sustainable tourism practices and strategies in planning and development.
3. critically evaluate various quality practices in sustainable tourism through case studies.
4. identify and critically evaluate the environmental, socio-cultural and economic impacts of different forms of tourism.

5. critically analyze how the principles of sustainable tourism can minimize the negative impacts of tourism and how these principles can be applied in contemporary tourism practices.
6. analyze the role of National Institution for Transforming India Ayog (NITI Ayog) in monitoring Sustainable Development Goals (SDGs),
7. analyze the collaborative role of various stakeholder including host community in sustainable tourism initiatives.
8. analyze effective marketing and communication strategies for sustainable tourism.

Unit 1

Introduction to Sustainable Tourism

8 Hours

Definition and principles of sustainable tourism, Historical context and evolution of sustainable tourism, The triple bottom line approach (economic, social, environmental), Key stakeholders in sustainable tourism, United Nations Sustainable Development Goals (SDGs)

Unit 2

Sustainable Tourism Policies and Practices

15 Hours

National and international frameworks for sustainable tourism, Certification and accreditation systems (e.g., Green Globe, Earth Check), Best practices in sustainable tourism planning and development: Initiating renewable energy assessments, advising on the latest low or zero-carbon technologies, Ethical and responsible tourism practices, Engaging tourists in sustainable practices, Case studies of successful sustainable tourism destinations.

Unit 3

Environmental and Socio-cultural Considerations in Sustainable Tourism

11 Hours

Conservation and preservation of natural resources, Biodiversity and ecosystem protection, Climate change and carbon footprint reduction, and waste management practices.

Socio-cultural impacts of tourism on local communities, Respect for local customs, traditions, and cultural heritage, Community involvement and empowerment. Role of National Institution for Transforming India Ayog (NITI Ayog) in Monitoring Sustainable Development Goals (SDGs) in India.

Unit 4

Economic and Marketing Aspects of Sustainable Tourism

11 Hours

Economic benefits and challenges of sustainable tourism, Economic leakage and strategies for maximizing local economic benefits, Tourism diversification and sustainable livelihoods, Public-private partnerships and collaboration.

Marketing and Communication for Sustainable Tourism: Branding and positioning, Effective communication strategies for promoting sustainable tourism.

Practical Exercises

The learners are required to:

1. conduct a sustainability assessment of a tourism destination, identifying its strengths and areas for improvement.
2. develop a sustainable tourism plan for a specific location, considering environmental, social, and economic factors.
3. Visit a nearby tourism destination and analyze the impacts of a tourism development project on local communities and propose measures for mitigation.
4. create a marketing campaign promoting responsible tourism practices and sustainable attractions.
5. participate in a stakeholder engagement exercise, simulating a real-world sustainable tourism project.
6. visit a sustainable tourism destination and analyze its practices, policies, and community engagement strategies.
7. prepare a research paper on a contemporary issue or challenge in sustainable tourism, proposing innovative solutions.

Suggested Readings:

- Benckendorff, P. & Lund-Durlacher, D. (2013). *International Cases in Sustainable Travel and Tourism*. Oxford: Goodfellow Publishers.
- Cater, C. I., Garrod, B. and Low, T. (2015). *The Encyclopedia of Sustainable Tourism*. Oxfordshire, U.K. CABI Publishing
- Fennell, D. A. (2020). *Ecotourism*. London: Routledge.
- Holden, A (2013). *Tourism, Poverty and Development*. London: Routledge.
- Manente, M, Minghetti, V, & Mingotto, E. (2014). *Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism*. Cham: Springer.
- Mowforth M, Munt I. (2015). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*. New York: Routledge. 4th ed.
- Paterson, C. (2016). *Sustainable Tourism: Business Development, Operations, and Management*. Leeds: Human Kinetics, Inc.

Additional Readings:

- Stronza, A., & Gordillo, J. (2019). *Community-based ecotourism: A framework for the Americas*. In *Tourism and the Sustainable Development Goals* (pp. 275-293). Channel View Publications.
- Web resources:
- Website of NITI Ayog- Url- <https://www.niti.gov.in/verticals/sustainable-dev-goals>
- Website of NITI Ayog- Url- <https://www.niti.gov.in/sdg-vertical>

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**