

COURSE DESCRIPTION

Course name:	Sustainable Development of Tourism	Course code:	ERN-0-0023T
Course type:	Compulsory course D module		
Classes	2	Creditpoints:	5
Semester:	I.	Training type	full time
Training programme	Tourism and Hospitality		
Pre-requirements:	Social and Economic Aspects of Tourism		
Course leader:	Dr. Pál Gubán		
Lecturer:	Dr. Pál Gubán		
Department	Department		
Objectives:	The objectives of the course is to look over the history of the development steps from mass tourism to the more sustainable forms of tourism development and familiarize students with principles, basic terminology in a holistic manner. We are dealing with current situations at different fields of industry, get to know best practices from different countries.		
Short description:	<p>The course examines the notion of sustainability as it is applied to tourism. It begins with a consideration of the development of the mass consumption of tourism and its lead into a new form of consumerism in the industry. A brief survey of terminology of the new forms of tourism is followed by an analysis of a range of definitions of these new forms. This leads on to examinations of a number of principles often applied to sustainability in tourism and the tools and techniques commonly used to measure and describe sustainability.</p> <p>The course places special emphasis on developing the students' skills of individual thinking, problem solving and working in groups. The course contains on site - studies and field trips to special areas and participation on guided tours within Hungary.</p>		
Competencies:	The students will be able to understand the principles and links between tourism development and sustainability. They will be able to apply for the principles of sustainable tourism and put them into practice under different circumstances and different fields of industry. They will be able to analyse the requirements according to the needs and participate in a real procedure as an assistant by applying the learnt lessons in a concrete situation.		
Course topics:	<p>Lectures:</p> <ol style="list-style-type: none"> 1. Introduction to the course. Objectives. Lectures and work on seminars, the course requirements. 2. Introduction to the background: the need for sustainability, current literature and research, difficulties involved. Defining "new" tourism. 3. Principles for sustainable tourism I: using resources sustainably, reducing over-consumption and waste, maintaining diversity, integrating tourism into planning, supporting local economies, 4. Principles for sustainable tourism II: involving local communities, consulting stakeholders and the public, training staff, marketing tourism responsibly, undertaking research. 5. Agenda 21 and sustainable development in tourism. 6. The tools of sustainability of tourism and indicators in tourism, 7. "Hosts" and destinations, participation in decision making, community control, visitor and host attitudes, 8. Cities and tourism, 9. Governance, governments and tourism, 10. The Millennium Development Goals and tourism, understanding poverty, pro-poor tourism, 		

	<p>11. Case Studies I. 12. Case Studies II, 13. Lessons learnt and conclusions.</p> <p>Seminar topics: Analysis the current situations in the home countries' of the participants. Analysis of the experiences and ideas collected in the field trips.</p>
Teaching methods:	<p>Lectures: introduction of the main points and coherence and comprehension of the topics by the lecturer and discuss them with the students in dialogue Seminars: presentation of individual student' work and written feedback of the lectures</p>
Course re-quirements, and evaluation	<p>The course is concluded with term mark. A term mark is given at the end of the course based on the evaluation of a presentations (30%) and active participation during classes (20%) and oral examination (50%). The evaluation is on scale of one to five.</p>
Compulsory literature:	<ul style="list-style-type: none"> • Beyond the Green Horizon. (Ed.: Eber, S.) 1992. WWF UK, • Tourism and Sustainability (Ed.: Mowforth, M.-Munt, I.) 2009. Routledge, Third edition. • Indicators of Sustainable Development for Tourism Destinations. A Guidebook. 2004. WTO, Madrid, • Tourism Congestion Management at Natural and Cultural Sites.. 2004. WTO, Madrid,
Recommended literature:	<p>Marketing and Management of Tourism in Natural Protected Areas. (Ed.: Jandala, Cs. 2008. ITACA, Project No. 5D045.</p>