

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 420 |
| Course Title | Sustainable Tourism Studies |
| 3. Number of Credits | 4 (3-2-7) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Required Course |
| 6. Session | Trimester 1, 2, 3/ Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Concepts of sustainability that affect the tourism industry; the range of tourism developments designed to maintain environmental, social and economic well being of natural, built, and cultural resources; the inherent stability of natural ecosystems in order that certain parallels may be drawn and guiding principles applied to the management of tourism based projects.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Develop an awareness of the environmental, socio-cultural and economic impacts of tourism.
- 9.2 Acquire knowledge of the possible measures to redress the negative impacts of tourism.
- 9.3 Develop an understanding and appreciation of sustainability in tourism
- 9.4 Develop knowledge and understanding of the concept of ecotourism.
- 9.5 Incorporate the principles of sustainable tourism into developing and managing tourism destinations and products.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Sustainable development of tourism	4	-	8	Boonratana, R.
2	Environmental impacts of tourism	4	-	8	
3	Social and cultural impacts of tourism	4	-	8	
4	Economic impacts of tourism	4	-	8	
5	Principles of sustainable tourism	4	-	8	
6	Principles of sustainable tourism (cont.) Mid-term examination	4	-	8	
7	Managing destinations	4	-	8	
8	Steps to sustainable tourism	4	-	8	
9	Biological diversity and tourism World Summit on Sustainable Development and Tourism	4	-	8	
10	Ecotourism and sustainable tourism	4	-	8	
11	Case studies of (un)sustainable tourism practices	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in developing an awareness of the environmental, socio-cultural and economic impacts of tourism.
- 13.2 the ability in acquiring knowledge of the possible measures to redress the negative impacts of tourism.

- 13.3 the ability in developing an understanding and appreciation of sustainability in tourism
- 13.4 the ability in developing knowledge and understanding of the concept of ecotourism.
- 13.5 the ability in incorporating the principles of sustainable tourism into developing and managing tourism destinations and products.

Ratio of mark

1. Mid-term Examination	40%
2. Final Examination	60%
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Holden, A. 2000. *Environment and Tourism*. London: Routledge.

Middleton, V.T.C. and R. Hawkins. 1998. *Sustainable Tourism: A Marketing Perspective*. Oxford: Butterworth Heinemann

Mowforth, M. and I. Munt. 1998. *Tourism and Sustainability: New Tourism in the Third World*. New York: Routledge.

Robinson, M., J. Swarbrooke, N. Evans, P. Long, and R. Sharpley (Eds.). 2000. *Reflections on International Tourism: Environmental Management and Pathways to Sustainable Tourism*. Business Education Publishers, Ltd.

Stabler, M.J. (Ed.). 1997. *Tourism and Sustainability: Principles to Practice*. Wallingford: CABI.

Wearing, S. and J. Neil. 1999. *Ecotourism: impacts, potentials, and possibilities*. Oxford: Butterworth-Heinemann

16. Instructor (s)

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17. Course Coordinator

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