

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: SUSTAINABLE DEVELOPMENT IN TOURISM AND BUSINESS					
Studies: Management I cycle studies Management Specialty: International Business And Tourism			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	6	-	20	2
Course description: The Sustainable Development in Tourism and Business programme offers a comprehensive examination of sustainable practices and strategies essential for fostering environmentally, socially, and economically responsible tourism and business operations. The curriculum delves into the foundational principles of sustainable development, emphasizing the need to balance economic growth with environmental conservation and social equity. It explores the intricate relationships between tourism and business activities, their impacts on local communities, cultures, and natural environments. Students engage in analyzing the various dimensions of sustainability, studying how tourism and business operations influence ecosystems, natural resources, and societal well-being. They learn to implement sustainable practices, such as eco-friendly tourism initiatives, responsible supply chain management, and energy-efficient business strategies. The programme emphasizes the importance of responsible tourism and business operations, focusing on ethical practices, community engagement, and the preservation of cultural heritage. Moreover, it addresses policy frameworks and governmental regulations shaping sustainable development in tourism and business sectors, highlighting the significance of compliance and advocacy for sustainable policies. Students explore the role of collaboration among stakeholders, including governments, businesses, NGOs, and local communities, in implementing sustainable initiatives. The curriculum also covers green technologies and innovation, showcasing how technological advancements contribute to sustainability in tourism and business contexts. The course is filled in with many case studies and practical examples of Sustainable development in tourism and business problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Sustainable Development Principles: To familiarize students with the core concepts and principles of sustainable development in the context of tourism and business. 2. Analyzing the Impact of Tourism on Environment and Society: To study the environmental, socio-cultural, and economic impacts of tourism and business operations. 3. Implementing Sustainable Practices: To develop skills in implementing sustainable strategies and practices in tourism and business settings. 4. Promoting Responsible Tourism and Business Operations: To emphasize responsible and ethical practices in tourism and business activities for the well-being of local communities and ecosystems. 5. Studying Policy and Regulations: To explore governmental policies and regulations influencing sustainable development in tourism and business. 6. Engaging in Stakeholder Collaboration: To encourage collaboration among stakeholders for sustainable initiatives in tourism and business sectors. 7. Adopting Green Technologies and Innovation: To understand the role of green technologies and innovation in fostering sustainability in tourism and business. 					

8. Evaluating Sustainable Development Strategies: To equip students with the tools to assess and evaluate the effectiveness of sustainable development strategies in tourism and business contexts.

Teaching the functions and role of Sustainable development in tourism and business for contemporary market entities, developing skills in solving Sustainable development in tourism and business problems, as well as analyzing data (from primary and secondary data).

Creating presentations for the reports and written reports on Sustainable development in tourism and business problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Sustainable development in tourism and business in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Sustainable Development in Tourism and Business programme offers a comprehensive examination of sustainable practices and strategies essential for fostering environmentally, socially, and economically responsible tourism and business operations. The curriculum delves into the foundational principles of sustainable development, emphasizing the need to balance economic growth with environmental conservation and social equity. It explores the intricate relationships between tourism and business activities, their impacts on local communities, cultures, and natural environments. Students engage in analyzing the various dimensions of sustainability, studying how tourism and business operations influence ecosystems, natural resources, and societal well-being. They learn to implement sustainable practices, such as eco-friendly tourism initiatives, responsible supply chain management, and energy-efficient business

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Main topics:

1. Introduction to Sustainable Development Principles
2. Environmental, Social, and Economic Impacts of Tourism and Business
3. Sustainable Practices and Strategies in Tourism
4. Responsible Business Operations and Ethics
5. Policy and Regulations for Sustainable Tourism and Business
6. Stakeholder Collaboration for Sustainable Development
7. Green Technologies and Innovation for Sustainability
8. Evaluation and Assessment of Sustainable Development Strategies

Literature

Main texts:

1. Hall, C. Michael - "Sustainable Tourism: A Marketing Perspective" - Routledge - 2019
2. Gössling, Stefan, Hall, C. Michael, Weaver, David - "Sustainable Tourism Futures: Perspectives on Systems, Restructuring and Innovations" - Routledge - 2019
3. Miller, Graham, Rathouse, Kylie, Scarles, Caroline, Holmes, Kirsten - "Sustainable Learning in Higher Education: Developing Competencies for the Global Marketplace" - Routledge - 2018

Additional required reading material:

1. Bramwell, Bill, Lane, Bernard - "Tourism Collaboration and Partnerships: Politics, Practice, and Sustainability" - Routledge - 2019
2. Sharpley, Richard, Telfer, David J. - "Tourism and Development in the Developing World" - Routledge - 2018
3. Gössling, Stefan, Scott, Daniel - "Tourism and Water" - Channel View Publications - 2021

Rules of the exams on subject (Assessments)

Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:

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