

Sustainable Tourism Management

31.01.2025

General Information		
Module Code:	W.MSCBA_STM02.22 C	
Programme:	Master of Science in Business Administration	
Type of Module:	Core module in major	
Level of Module:	Intermediate	
ECTS Credits / Workload:	3 ECTS Credits (90 hours)	
Module Dependencies		
Pre-requisites:	Applied knowledge about business management to address social and environmental impacts in the tourism sector	
Follow-up modules:	All other major in tourism modules	
Module Aims		
To know and devise robust strategic and operational solutions to common sustainability problems for small to medium sized tourism businesses		
Learning Outcomes		
Understand the principles and practices of sustainable business management in the tourism sector.		
	Importance	Relevant NQF-Descriptors
Subject knowledge and skills: Know key social and environmental impacts of tourism	Med.	knowledge
Problem-solving: Understand the principles and practice of sustainable business management	high	application
Methodology: Apply common tools to address practical sustainability problems in tourism businesses	med.	application
Communication: Know international sustainability policy frameworks and tools relevant for the tourism sector	Med	learning
Social skills: Critical thinking and discussion	med	autonomy
Content Outline		

The course is composed of a series of lecture blocks. Each presents relevant case studies and business examples to show how the tourism industry implements the most relevant sustainability management principles. The content covers the following main topics:

- Planetary Boundaries, Circularity and Systems Thinking
- International policy context for sustainable tourism
- CSR strategies and sustainable business models
- The role of energy and emissions in managing tourism's climate change impacts
- Natural resource solution to address water and solid waste issues arising from tourism
- Application of the Life Cycle Analysis concept
- Internal and connected stakeholder management

- Sustainable Supply Chain Management
- External partnerships in sustainable tourism initiatives
- The customer experience of sustainable tourism
- Communication strategies and marketing tools for sustainable tourism services

Teaching and Learning Methods

Contact Hours	exercises; lecture; discussion
Directed Study	individual work; compulsory reading

Workload

Contact Hours	36 lessons / 27 hours (30%)
Directed Study	54 lessons / 40.5 hours (45%)
Private Study	22.5 hours (25%)

Assignments and Assessments

Assessment Type	Quantity	Weight	Form	Evaluation Type	Time
Individual oral presentation assignment	5 Minutes and PPT	50%	report	grades	during semester
Group audio annotated PPT report assignment	20 Minutes and 20 PPT Slides	50%	report	grades	during semester