

## MODULE DESCRIPTOR (AD3)

*This document provides detailed information on the module named below. It will be updated as necessary when modifications to the module are approved. Modules are allocated to a Subject Network not a programme, and may be accessed by students studying on different programmes*

1	<b>SUMMARY MODULE INFORMATION</b>	
a	<b>Module title</b>	Sustainable Tourism
b	<b>SITS module code</b>	UN811980
c	<b>UHI Subject Network</b>	Tourism, Leisure and Sport
d	<b>Exam board</b>	MSc Interpretation: Management and Practice
e	<b>SCQF level</b>	11
f	<b>SCOTCAT credit points</b>	15
g	<b>Module leader and contact details (email, phone)</b>	Duncan Bryden E. <a href="mailto:Duncan.bryden@perth.uhi.ac.uk">Duncan.bryden@perth.uhi.ac.uk</a> T. +44 (0)1738 877371  Caroline Warburton E. <a href="mailto:Caroline.warburton@perth.uhi.ac.uk">Caroline.warburton@perth.uhi.ac.uk</a> T. +44 (0)1738 877371
h	<b>Brief description of module</b>	<p>This module recognises the central importance of tourism activities for many rural and mountain areas and places this in a development perspective. The module explores in a global context the importance of good planning and practice as essential to the development and management of a sustainable tourism product.</p> <p>This module will enable students to develop their knowledge and understanding of sustainable tourism issues, impacts and opportunities.</p>
i	<b>Pre-requisites or co-requisites</b>	Achieved qualification or equivalent at Level 10.
j	<b>Primary mode(s) of delivery and support</b>	Indicate which mode(s) will be used and approximate proportions
		___ % Face-to-face (this must be ticked if there is <u>any</u> FTF delivery)
		___ % Situated study (ie student must be physically attending at AP or Learning Centre)
		100 % Online
		This module uses pre-recorded lectures, teaching and learning materials, online resources and a scheduled online residential week using the VLE. Alongside the above, each lecture/section of lecture will comprise weekly objectives which will form the focus of discussions on the VLE. This will promote and facilitate discussion and debate amongst

		the students supporting learning and assessment.
k	<b>Assessment</b>	Essay, 2500 words, 50% Case-study report, 3500 words, 50%
l	<b>Library resources – core texts</b>	See f. below
m	<b>Suitable for access via Learning Centres?</b>	Yes, but primarily designed for home/work based study online.
n	<b>Keywords</b>	Tourism; sustainable development; ecology

<b>2</b>	<b>MODULE DESCRIPTOR</b>
a	<b>Aims</b>
	Through the concept of sustainable development and how it applies to the context of tourism this module will explore the design and implementation of effective management policies and strategies, particularly in rural and mountain contexts.
b	<b>Intended learning outcomes</b>
	Upon successfully completing this module, students will be able to: <ol style="list-style-type: none"> <li>1. Identify the purposes and evaluate the outcomes of sustainable tourism from a global to a local scale;</li> <li>2. Identify and demonstrate a sound knowledge and critical understanding of best practice in sustainable tourism;</li> <li>3. Explain how development management policies and strategies define the role and effectiveness of sustainable tourism.</li> </ol>
c	<b>Indicative content</b>
	Collectively travel and tourism have developed worldwide markets. By conferring potential economic value to natural, cultural and other heritage resources tourism becomes attractive to governments, the private sector and local communities. Attractive and sensitive resources with intrinsic value but no obvious trading value can, through sustainable and responsible practices, become business assets. This module will explore the theories, concepts, historical perspective and applications of sustainable tourism.  Sustainable tourism will be considered firstly from a marketing perspective through examination of supply and demand. The second dimension to be analysed in this module are the strategies and tactics national tourism policies, destinations and communities and individual businesses have employed to pursue sustainable tourism challenges and practices.  A practical focus will be adopted in this module and students will be encouraged to explore sustainable tourism concepts through the use of international case studies.

d	<b>Mode(s) of delivery and support for teaching and learning</b>
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Face-to-face	0 hours or	0 %
Video-conference	0 hours or	0 %
Supported online learning	47 hours or	31 %
Self-directed learning	103 hours or	69 %
Total activity	150	100%

e	<b>Assessment</b>				
	<table border="1"> <tr> <td>Assessment</td> <td>LO1</td> <td>LO2</td> <td>LO3</td> </tr> </table>	Assessment	LO1	LO2	LO3
Assessment	LO1	LO2	LO3		

	Essay	X	X	
	Case study	X	X	X
<b>f</b>	<b>Library resources</b>			
	<p><b>Core text/s:</b>  Harris, R., Griffin, T. and Williams, P. (2002) <i>Sustainable Tourism: A Global Perspective</i>. Oxford: Butterworth Heinemann</p> <p>Weaver, D. B. (2006) <i>Sustainable Tourism: Theory and Practice</i>. Oxford: Elsevier</p> <p><b>Recommended text/s/journal/s:</b>  Abley, M. (2004) <i>Spoken Here: Travels Among Threatened Languages</i>. London: William Heinemann</p> <p>Baker, S. and Eckerberg, K. (2008) <i>In Pursuit of Sustainable Development: New Governance Practices at the Sub-National Level In Europe</i> [online]. London: Routledge Available from &lt;<a href="http://www.uhi.ac.uk/home/libraries/e-book-collections">http://www.uhi.ac.uk/home/libraries/e-book-collections</a>&gt; [10 May 2010]</p> <p>France, L. (1997) <i>The Earthscan Reader in Sustainable Tourism</i>. London: Earthscan</p> <p>Font, X. and Buckley, R.C. (eds.) (2001) <i>Tourism Ecolabelling: Certification and Promotion of Sustainable Management</i>. London: CABI Publishing</p> <p>Godfrey, K. and Clarke, J. (2000) <i>The Tourism Development Handbook</i>. London: Cassell</p> <p>Hall, C. M and Higham, J, E, S. (eds.) (2005) <i>Tourism, Recreation and Climate Change</i> [online]. Bristol: Channel View Publications Available from &lt;<a href="http://www.uhi.ac.uk/home/libraries/e-book-collections">http://www.uhi.ac.uk/home/libraries/e-book-collections</a>&gt; [10 May 2010]</p> <p>Herbert, D. (1995) <i>Heritage, Tourism and Society</i>. London: Mansell</p> <p>HM Government (2005) <i>Securing the Future: Delivering UK Sustainable Development Strategy</i>. London: The Stationary Office</p> <p>Hopkins, M. (2007) <i>Corporate Social Responsibility and International Development</i> [online]. London: Earthscan Available from &lt;<a href="http://www.uhi.ac.uk/home/libraries/e-book-collections">http://www.uhi.ac.uk/home/libraries/e-book-collections</a>&gt; [10 May 2010]</p> <p>Middleton, V.T.C and Hawkins, R. (1998) <i>Sustainable Tourism: A Marketing Perspective</i>. Oxford: Butterworth-Heinemann</p> <p>Miller, G. and Twining-Ward, L. (2005) <i>Monitoring for a Sustainable Tourism Transition: The Challenge of Developing and Using Indicators</i>. Wallingford, UK: CABI Publishing</p> <p>Roberts, L. and Hall, D. (2001) <i>Rural Tourism and Recreation - Principles to Practice</i>. Oxford, UK: CABI Publishing</p> <p>Urry, T. (1995) <i>Consuming Places</i>. [online] London: Routledge Available from &lt;<a href="http://www.uhi.ac.uk/home/libraries/e-book-collections">http://www.uhi.ac.uk/home/libraries/e-book-collections</a>&gt; [10 May 2010]</p> <p><b>Journals:</b>  Papers in the following journals will be particularly relevant to the material covered in this module:  &lt;<a href="http://www.uhi.ac.uk/home/libraries/electronic-resources">http://www.uhi.ac.uk/home/libraries/electronic-resources</a>&gt;  International Journal of Heritage Studies  Journal of Ecotourism  Journal of Sustainable Tourism  Visitor Studies</p>			

	<p><b>Websites:</b>  Various public sector and industry sites including:  The International Ecotourism Society  &lt;<a href="http://www.ecotourism.org/site/c.orLQKXPCLmF/b.4832143/k.BD87/Home.htm">http://www.ecotourism.org/site/c.orLQKXPCLmF/b.4832143/k.BD87/Home.htm</a>. [May 10 2010]  Travel Mole  &lt;<a href="http://www.travelmole.com">http://www.travelmole.com</a>&gt; [May 10 2010]  The Sustainable Tourism Gateway  &lt;<a href="http://www.gdrc.org/uem/eco-tour/eco-tour.html">http://www.gdrc.org/uem/eco-tour/eco-tour.html</a>&gt; [May 10 2010]  Tourism Concern &lt;<a href="http://www.tourismconcern.org.uk/">http://www.tourismconcern.org.uk/</a>&gt; [May 10 2010]</p>
g	<p><b>Specialist resource requirements</b></p>
	<p>Students must have access to the following minimum computer hardware and software to access the programme:</p> <ol style="list-style-type: none"> <li>1. A computer which is no more than 5 years old</li> <li>2. Dial-up internet connection (broadband recommended)  Students are expected to make full and regular use of UHI's e-library resources, as relevant to their research topic, on a weekly basis;</li> <li>3. Microsoft Windows XP or Vista;</li> <li>4. Internet Explorer 7 or above;</li> <li>5. Soundcard with connected speakers and/or headphones;</li> <li>6. Ability to play DVDs;</li> <li>7. Microsoft WORD 2003 (or more recent version); and</li> <li>8. Adobe Acrobat Reader - available as a free download from <a href="http://www.adobe.com">www.adobe.com</a>. This is necessary to allow students access to some of the materials made available to them.</li> </ol> <p>Students are expected to:</p> <ol style="list-style-type: none"> <li>1. Be competent users of Microsoft Office - in particular WORD, EXCEL and PowerPoint;</li> <li>2. Be able to surf the internet and download files with confidence.</li> </ol>