

Course Destination and Sustainability Management	
<b>Course Nummer</b>	2505
<b>Exam Number</b>	2505
<b>Course Frequency</b>	Winter Semester and Summer Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	4
<b>Teaching and Learning Forms</b>	3 SWS Seminar 1 SWS Project Work / Case Studies
<b>ECTS Credit Points</b>	5
<b>Workload</b>	125 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 56 hours</li> <li>- Self-study: 69 hours</li> </ul>
<b>Language</b>	English
<b>Module Responsibility</b>	Prof. Dr. Louisa Klemmer, Prof. Dr. Harald Zeiss
<b>Prerequisites for Participation</b>	None
<b>Content</b>	<p>This course endeavours to provide students with a comprehensive understanding of the core principles, challenges, and management strategies pertinent to sustainable tourism destinations. By delving into the evolving paradigms of sustainable tourism against the backdrop of global challenges, students are poised to grasp the significance and multifaceted nature of the international tourism sector and the importance of a wholistic approach to sustainable destination management including all the relevant stakeholders.</p> <p>Course outline:</p> <ul style="list-style-type: none"> <li>- Historical overview of tourism development, effects and structures on a global and regional scale. Significance, resources and impacts of tourism.</li> <li>- Different theories on travel behaviour and tourism development.</li> <li>- Explanation of consumer demands and special features of tourism as a service product.</li> <li>- Destinations and their organisations as part of the tourism system</li> <li>- Definition, core principles and key requirements of sustainable tourism development.</li> </ul>

Course	Destination and Sustainability Management
	<ul style="list-style-type: none"> <li>- Strategic sustainable destination management, including destination assessment and evaluation, planning and development, stakeholder integration, political roles and responsibilities.</li> <li>- The evolution from destination marketing to management and the wholistic perspective of regional development. From (cooperative) product development to marketing and management of a destination: an introduction to action plans / destination management plans including control instruments for a sustainable implementation.</li> <li>- An overview of current and future developments and challenges in tourism such as climate and demographic changes, digitalization, health and security. An analysis of how tourism can support the UNWTO sustainable development goals.</li> <li>- International tourism as a manifestation</li> <li>- Analysis of current economic and socio-political developments on international tourism and the effects on tourism policy, planning and development.</li> </ul>
Target Competencies	<p>Understanding and Knowledge:</p> <ul style="list-style-type: none"> <li>- Gain a solid understanding of the concept of international tourism, its economic, social and environmental significance, and its impact on resources and the environment.</li> <li>- Acquire knowledge on the evolution of destination management practices including sustainable tourism development from a societal alternative to its present-day challenges posed by globalisation and climate change.</li> </ul> <p>Application and Generation of Knowledge:</p> <ul style="list-style-type: none"> <li>- Explore the challenges posed by current development models and delve into strategies how sustainable tourism development may be used to help mitigate these challenges.</li> <li>- Understand and apply the principles of sustainable development and destination management principles in an international tourism context.</li> </ul> <p>Communication and Cooperation:</p> <ul style="list-style-type: none"> <li>- Engage in discussions on the varied dimensions of sustainable tourism management, fostering a collaborative learning environment.</li> <li>- Work in groups to analyse case studies and propose sustainable solutions to real-world tourism management challenges.</li> </ul>

Course	Destination and Sustainability Management
	<p>Professionalism and Scientific Self-understanding:</p> <ul style="list-style-type: none"> <li>- Develop a professional understanding of sustainable tourism and destination management, including its tasks, action levels, and instruments for sustainable development.</li> <li>- Evaluate sustainability measures in tourism destinations, enhancing scientific and professional aptitude in sustainability assessment.</li> </ul> <p>This module unit thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> <li>- Communication and cooperation</li> <li>- Scientific self-perception / professionalism</li> </ul>
<b>Examination and Course Achievement</b>	<p>The primary form of examination is the project work.</p>
<b>Basic Literature</b>	<p>Farmaki, A., Altinay, L., &amp; Font, X. (Eds.). (2022). Planning and Managing Sustainability in Tourism: Empirical Studies, Best-practice Cases and Theoretical Insights. Springer Nature.</p> <p>Reisinger, Y., &amp; Dimanche, F. (2010). International tourism. Routledge.</p> <p>Fennell, David A.; Cooper, Chris (2020): Sustainable Tourism. Principles, Contexts and Practices. Bristol, Blue Ridge Summit: Channel View Publications</p> <p>Kozak, N., &amp; Kozak, M. (Eds.). (2019). Tourist destination management: Instruments, products, and case studies. Springer.</p> <p>Ryan, C. (2020). Advanced introduction to tourism destination management. Edward Elgar Publishing.</p>