

---

# Sustainability & Tourism

Academic course



**Level of course unit:** Master

**ECTS:** 3

**Language of Instruction:** English

**Course Dates:** 16.11., 30.11.,01.12.,07.12.2022, written project work  
The course will take place on site at the MCI in Innsbruck

**Learning Outcomes:**

By the end of this course, participants will:

- Understand and be able to apply theory and principles of sustainable development and its application to tourism
- Understand and explain major challenges to sustainability in tourism at a global to local level
- Recognize and articulate implications of sustainability challenges in tourism on the rights of individuals in a variety of global contexts
- Know and be able to apply a variety of business and operational techniques, approaches and solutions for sustainability challenges in tourism at a local to global level
- Understand planning and policy implications, approaches, and opportunities for addressing sustainability in tourism at a local to global level
- Understand and explain challenges, dynamics, and approaches toward sustainability in tourism at a community level in various global contexts
- Develop personal consciousness of sustainability challenges and related tourism management solutions

## Course Contents

- History and development of sustainability and sustainable tourism
  - Definition and differentiation of terms of sustainability and sustainable tourism
  - Players in sustainable tourism (organizations, governments, tourism industry, tourists, etc.)
  - Selected market conditions analysis with focus on LOHAS
  - Measurability of sustainable tourism (eco labels, CSR, indicator systems, etc.)
  - Focussed analysis of climate change and the role and relationship of tourism to this global concern
  - Deep and Shallow Ecology and its application to Tourism
  - Ecotourism as a form of sustainable tourism – a precursor to climate change related policy and processes
  - Green management and carbon reduction strategies for enhanced business operation
  - Social entrepreneurship in the context of tourism sustainability – social enterprise to social transformation – TaPhin and Lao Chai, Vietnam
  - Personal perceptions and actions toward sustainability
  - The social context of sustainable development: The case of waterfront development in Dar es Salaam, Tanzania
  - Applying concepts of clustering and network development to enhance sustainable tourism outcomes in applied settings: Cases from New Zealand and Canada
  - Sustainable fuels and Aviation: Goals, Requirements, Realities
  - Sustainability in the context of human rights and indigenous tourism in the Asia Pacific:
- Goals and responsibilities of stakeholders
- Can tourism be sustainable in the future?

**Contact Person for registration:**

[internationalcentre@ulyseus.eu](mailto:internationalcentre@ulyseus.eu)

**Application Deadline:** 02.09.2022

**Available Spots:** 3

**Fee:** EUR 20, 70 (Austrian Students' Union Fee)




Funded by:



ulyseus.eu



*The Ulysseus Action has received funding from the European Union's Erasmus + Programme under the grant agreement No 101004050. The views and opinions expressed in this communication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission*