Sustainability & Tourism

Academic course

Ulyssseus
EUROPEAN UNIVERSITY
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 pre-cursor 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:
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Application Deadline: 02.09.2022

Available Spots: 3

Fee: EUR 20,70 (Austrian Students’ Union Fee)
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