

**COURSE NO: THMO-126**

**TITLE: SUSTAINABLE TOURISM**

**TOTAL CONTACT HOURS:**

**(60 HOURS)**

Objectives of the course: this course aims to familiarize students with the rapidly growing field of sustainable tourism, enabling them to

- Apply and assess this concept within a broad array of actual and potential settings.
- Sustainable tourism as guiding fiction
- Environmental Codes of conduct

Module 1: Introduction to Sustainable tourism

(12 Hours)

Scope- sustainable concept- types- advantages/disadvantages- coastal and marine eco tourism- cultural heritage tourism- community based tourism.

Module 2: Sustainable Tourism Assessment and Development

(12 Hours)

Expand economic development in one's destination- development of community leadership model- compile of visitor profiles- economic impact data- survey resident attitudes- strategic alliances and partnership.

Module 3: Sustainable Tourism and Destination Marketing

(12 Hours)

Identification and attracting profitable markets- tourist spending patterns- preferences of target visitors- adding value to natural and cultural destinations- marketing campaign- benchmarks.

Module 4: Eco Tourism Management

(12 Hours)

Basic elements of eco tourism- assess potential of individual and group tourist- trip circuits- tourist packages- market demand for eco lodge- renewable energy sources

Module 5: Cultural Heritage Tourism

(12 Hours)

Cultural heritage destinations- techniques to enhance tourist visits- accreditation and certifications- resource assessment.

Recommended Reading lists:

1. Bhatt, Harish and Badan, B. S.(2006): *Sustainable Tourism*, Crescent Pub corp, N. Delhi.
2. Mowforth: *Tourism & Sustainability*, Routledge Publishing,
3. Chandra, Prabha: *Global Eco Tourism - Codes Protocol & Charter*, Kanishka Publication, N. Delhi
4. Lumsdon, L.: *Transport and Tourism - Cycle Tourism- A Model for Sustainable Development Journal of Sustainable Tourism*