«Sustainable tourism development» Course Description
Armenian State University of Economics

General Information	
University	ASUE
Course title	**Sustainable tourism development**
Course/Module code	
Course type	Compulsory
Year of Study	2018/2019
Term/Semester	Fall 2017-Winter 2018
Credits awarded	6 ECTS
Degree	Master's degree in Project Management in the fields of Tourism, Cultural heritage and GIS
Enrollment status	Full time
Entry requirements/ Competences	It is required that students must have completed and passed Tourism Principles and practices, Tourism planning courses prior to taking this course, otherwise they may do very poorly in this course.

Lecturer's details	
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Course Structure				
Course Aim and Objectives	The aim of the course is to focus on sustainable approaches to the planning, development and management of tourism. The main objectives are: ✓ To introduce concepts and tools of sustainable tourism management, ✓ To identify global tourism stakeholders and sustainable tourism organizations, ✓ To present international case studies that demonstrates progress in sustainable tourism issues worldwide, ✓ to present the key issues of sustainability and the principles and practices that affect them, ✓ to analyze tourism impacts on sustainable development, ✓ to introduce sustainable practices adopted by different sectors of the tourism industry, ✓ to evaluate economic, socio-cultural and environmental sustainability, ✓ to assess cultural and natural resources, ✓ to evaluate tourism facilities and infrastructures, ✓ to develop sustainable tourism development plan for Armenia.			
Short Description	Tourism is an industry with product based on environmental consumption, both natural and man-made. Continued growth in tourism has led many nations, as well as tourism businesses, to recognize the need to develop policies and programs that protect and conserve precious tourism resources. In this course, students will examine sustainable tourism development programs and industry best practices to better understand tourism's positive and negative impacts, and the need to protect, sustain, and conserve tourism destinations for future generations. The course includes the following modules: Inventory and tourism assessment of cultural resources; Tools for tourism enhancement of cultural heritage; Tourism facilities and infrastructures.			
Module/Topic	**Learning Outcomes**	**Teaching Method**	**Assignments and Literature**	**Form of Assessment**
1. Development trends of tourism. The benefits and problems of tourism (2 academic hours)	K1, S4, A1	Lecture, discussions	Lection based on the references Given tasks and exercises	Discussion in class
2. Sustainable tourism: Essence, meaning, importance, development, connections with	K1, K2 S1, S2, A1, A2, A3	Lecture, discussions, brainstorming	Lection based on the references Given tasks and exercises	Discussion in class

other types of tourism (ecotourism, responsible tourism). Main types of tourism and their impact on sustainability (2 academic hours)				
3. Main aspects of sustainable tourism (Environmental, Socio-cultural, Economic). Main stakeholders of sustainable tourism (2 academic hours)	K2, K3, S2, S1, S4, S3, A1, A2, A3	Lecture, discussions, case studies	Lection based on the references Given tasks and exercises	Discussion in class
4. The principles of sustainable tourism: 12 Aims for Sustainable Tourism. Key issues for sustainable tourism: Sustainable Tourism Pillars and Sub-Pillars (2 academic hours)	K3, S9, A3, A4, A5	Lecture, discussions	Lection based on the references Given tasks and exercises	Discussion in class
5. Tourism policy and governance pillar (2 academic hours)	K3, S4, S5, S7, S9, S10, A3, A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
6. Economic performance, investment and competitiveness pillar (2 academic hours)	K3, S4, S5, S7, S9, S10, A3, A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
7. Employment, decent work and human capital pillar (2 academic hours)	K3, S4, S5, S7, S9, S10, A3, A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
8. Poverty reduction and social inclusion pillar (2 academic hours)	K3, S4, S5, S7, S9, S10, A3, A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
9. Sustainability of the natural and cultural environment pillar (2 academic hours)	K3, S4, S5, S7, S9, S10, A3, A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class

10. Premises of Sustainable Tourism. The importance of sustainable tourism plan. The Sustainable Tourism Benchmarking Tool (STBT) (2 academic hours)	K3, S2, S3, S4, S5, S6, S7, A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
11. Reorienting education for a sustainable future. Education, Culture & religion for a sustainable future. Ecological education in Armenia. (2 academic hours)	K4, S 11, S9 A4, A5	Lecture, discussions, brainstorming	Lection based on the references Given tasks and exercises	Discussion in class
12. Population and sustainable development (2 academic hours)	K4, S 11, S9 A4, A5	Lecture, discussions, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
13. Indicators of a Sustainable Community. Approaches to Sustainable Communities. European Tourism Indicators System. Green certification (2 academic hours)	K2, K3, K4 S2, S4, S9, A1, A2, A3	Lecture, discussions	Lection based on the references Given tasks and exercises	Discussion in class
14. Sustainable tourism and natural heritage (2 academic hours)	K4, S4, S2,S10 A4, A5	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
15. Built and movable heritage (2 academic hours)	K4, S4, S2,S10 A4, A5	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
16. Intangible heritage. Landscape and climate. Climate change and tourism	K4, S4, S2,S10 A4, A5	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class

(2 academic hours)				
17. Cultural heritage and tourism flows. Cultural heritage of Armenia and tourism. (2 academic hours)	K4, S4, S2,S10, S10, S11 A4, A5	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
18. Tourism facilities and infrastructures. Recreational facilities. The role of tourism infrastructures in regional development. (2 academic hours)	K5, S4, S2,S10, S10, S11 A4, A5	Lecture, discussions, group work, case studies	Lection based on the references Given tasks and exercises	Discussion in class
19. Tourism service provider. Recreational activity and tourism product. (2 academic hours)	K5, S4, S2,S10, S10, S11 A4, A5	Lecture, discussions, group work, case studies	Lection based on the references Given tasks and exercises	Discussion in class
20. Tourism Demand and Tourism Communication. Participatory processes. (2 academic hours)	K4, K5 S4, S2,S10, S10, S11, S8 A4, A5	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class
21. Tourism statistics and development trends in Armenia (2 academic hours)	K4, K5 S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, A4, A5, A6	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class, presentation
22. Armenian gastronomy as a part of cultural heritage and tourism (2 academic hours)	K4, K5 S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, A4, A5, A6	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class, presentation
23. Tourism infrastructures in Armenia (2 academic hours)	K4, K5 S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, A4, A5, A6	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class, presentation

24. Sustainable tourism in Armenia (2 academic hours)	K4, K5 S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, A4, A5, A6	Lecture, discussions, group work, case studies on Armenia	Lection based on the references Given tasks and exercises	Discussion in class, presentation
Teaching and Assessment Requirements	The students of the course need to abide by the Code of Ethics of ASUE. The lecturer will not tolerate any instances of academic dishonesty in this course (i.e. plagiarism, falsification and fabrication) and students violating our academic policy will be notified and if the concerns are not completely satisfied, the student will immediately be given a failing grade for the course. All students need to have very active participation in group assignments, as well as individual assignments given during the classroom hours and for homework. Students, who had missed classes and any assignments because of **respectful causes**, may ask for additional assignments during the consultation hours predefined by the course description (Every working day, 9:00-17:30, AMBERD Research Center, ASUE, 10th floor). The completion of later assignments however by default does not guarantee a high mark for the student. There are no opportunities for "extra credit" assignments nor do we allow you to "rework" assignments for a higher grade in this graduate-level course. You should submit your best effort every time that you submit an assignment. Once an assignment is graded, it may not be resubmitted for a higher grade. You should use the feedback provided to improve the quality of your work on subsequent assignments. During the course two midterm papers and one final paper should be prepared and presented. **Assessment:** Total score is *20 points. Two midterm papers (8 points): 1st midterm paper - 3 points, 2nd paper - 5 points*, *final paper - 8 points, Active participation in classroom and homework assignments during the whole period – 4 points*. Evaluation of papers will be done according to the following criteria: form of the paper – 10%, paper content and relevance to topic – 45%, oral presentation – 45%.			
Resources	MS 2013, Projector and computer in the classroom, Internet access in the classroom			

Learning Outcomes	
Knowledge	K 1- Knowledge and understanding of the notion of sustainability and of its impact on regional development K 2- Knowledge and understanding of economic policies for sustainable tourism K 3- Knowledge and understanding of sustainable tourism management K 4- Knowledge and understanding of cultural heritage role in tourism

	K 5- Knowledge and understanding of tourism facilities and infrastructures
Skills	S 1- communication skills S 2- research skills S 3- team working skills S 4- analytical skills S 5 -tourism planning skills S 6- decision making skills in sustainable tourism S 7 - management skills S 8- time management skills S 9- organizing and monitoring skills in sustainable tourism S10 – Problem solving skills S 11 – Creative thinking skills
Attitudes	A 1- demonstrate a high level of competence in knowledge on principles of sustainable tourism development A2 - analyze the economic, environmental and socio-cultural impacts of tourism A 3- ability to analyze sustainable tourism policy of different countries A 4- ability to evaluate socio-economic, environmental and cultural impacts of tourism in Armenia A 5- ability to analyze sustainable tourism problems in Armenia A 6- ability to create a sustainable tourism plan for Armenia

Also 132 hours of practical assignments

- ✓ Analyzing sustainable tourism development in different countries
  (https://sustainabletourism.net/case-studies/austrailianz/)
- ✓ Evaluating sustainable tourism in Armenia by main aspects and pillars
- ✓ Analysis of the main issues of sustainable tourism development in Armenia
- ✓ Evaluating main heritage assets in Armenia
- ✓ Conducting a survey about sustainable tourism in Armenia among citizens
- ✓ Analyzing the main tourism infrastructures in Armenia
- ✓ Processing sustainable tourism development plan in Armenia

Methods: SWOT, Survey, research, benchmarking, brainstorming, discussion, debates, etc.

Group or Individual Project 1: Analyze the international best experience of sustainable tourism development.

Group Project 2: Pick a destination in Armenia of your choice. Examine what stage of the destination life cycle it is in, what types of tourists it attracts and what major impact tourism has on the environment, society and culture as well as the local economy. Describe these through the lenses of various stakeholders such as local people, tourists, and multinational corporations. At a minimum give the perspective of three different stakeholders. Explain the interrelatedness of these stakeholders and issues. Then describe what can or is being done in the destination to enhance sustainability in these three areas.

Group Project 3 (for final exam): Evaluate the current state of tourism in Armenia, the benefits and threats of tourism by economic, cultural and environmental aspects. Analyze the natural and cultural heritage of Armenia and their touristic value. Analyze the existing touristic infrastructures in Armenia. Conduct SWOT for evaluating sustainable tourism in Armenia and as a result elaborate a sustainable tourism development plan for Armenia (the same may be done for different regions or cities of Armenia).

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