

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Social Sciences (Honours) in Sociology and Community Studies and Bachelor of Education (Honours) (Geography); all undergraduate programmes
Programme QF Level	: 5
Course Title	: Tourism and Sustainability
Course Code	: GGP4012
Department	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 4

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

Tourism is a global industry of great economic importance, but uncontrolled tourism development and business operations can lead to major negative consequences. This course is an interdisciplinary introduction to the key issues of sustainability and the principles and practices that affect them, with a major focus on tourism, its impacts, and its opportunities. This course also comprehensively introduces sustainable practices adopted by different sectors of the tourism industry and evaluates their effectiveness in achieving economic, socio-cultural and environmental sustainability.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁: demonstrate a high level of competence in knowledge on principles of sustainable tourism development;
- CILO₂: analyse the economic, environmental and socio-cultural impacts of tourism;
- CILO₃: evaluate sustainability practices of tourism and hospitality industry;
- CILO₄: relate the knowledge of basic concepts and principles of tourism planning and management;
- CILO₅: critically apprise various green practices for sustainable development of tourism industry.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
(a) Sustainable tourism: concepts, sustainability and its application in tourism industry, principles of sustainable tourism development, ecotourism as a tool for sustainable tourism	CILO _{1,3,5}	Lectures, lecturer-led Q&A
(b) Tourism impacts: economic, environmental and socio-cultural impacts; tourism impact assessment	CILO _{2,4}	Lectures, video, field visit, discussion
(c) Tourism industry's response to sustainability principles: sustainability practices in tourism industry (e.g. hospitality industry, aviation industry, etc.); case studies and examples of various regions	CILO _{3,5}	Lectures, video, students' presentation, discussion
(d) Accreditation and certification: sustainability accreditation for tourism (e.g. Green Globe), certification systems		
(e) Tourism policy: tourism policy trends,	CILO _{1,2,4,5}	Lectures, discussion

structure, content and formulation		
(f) Tourism planning: principles for tourism planning, sustainability and planning implications		

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Group report to demonstrate examples of sustainability practices in tourism industry	30%	CILO 3, 5
(b) One individual field visit report (1,000 words) to analyze the economic, environmental and socio-cultural impacts of tourism development in the destination	30%	CILO 1, 2
(c) A 2-hour examination	40%	CILO 1, 2, 3, 4, 5

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

Not Permitted: In this course, the use of generative AI tools is not allowed for any assessment tasks.

Permitted: In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2013). *Tourism: Principles and Practice* (5th ed.). Harlow, England: Pearson Education.

Goeldner, C. R., & Ritchie, B. (2012). *Tourism: Principles, practices, philosophies* (12th ed.). Hoboken, NJ: Wiley.

Harris, R., Griffin, T., & Williams, P. (2002). *Sustainable Tourism: A Global Perspective*. Burlington, MA: Butterworth-Heinemann.

7. Recommended Readings

Bricker, K. S., Black, R., & Cottrell, S. (Eds.). (2013). *Sustainable Tourism & the Millennium Development Goals: Effecting Positive Change*. Burlington, MA: Jones & Bartlett Learning.

Dredge, D., & Jenkins, J. (2007). *Tourism planning and policy*. Milton Old: John Wiley & Sons Australia.

Fennell, D. (2008). *Ecotourism* (3rd ed.). London; New York: Routledge.

Gössling, S., Hall, C. M., & Weaver, D. B. (Eds.). (2009). *Sustainable Tourism Futures: Perspectives on Systems, Restructuring, and Innovations*. New York: Routledge.

Mowforth, M., & Munt, I. (2009). *Tourism and sustainability: development, globalisation and new tourism in the Third World* (3rd ed.). London, New York: Routledge.

Hall, C. M., & Lew, A. A. (2009). *Understanding and Managing Tourism Impacts: An Intergrated Approach*. Milton Park, Abingdon, Oxon; New York: Routledge.

Honey, M. (Ed.). (2002). *Ecotourism & Certification: Setting Standards in Practice*. Washington, DC: Island Press.

Leslie, D. (2009). *Tourism Enterprises and Sustainable Development: International Perspectives on Responses to the Sustainability Agenda*. New York: Routledge.

Mason, P. (2008). *Tourism Impacts, Planning and Management* (2nd ed.). Amsterdam; Boston: Elsevier/Butterworth Heinemann.

Page, S. J. (2003). *Tourism Management: Managing for Change*. Amsterdam: Butterworth-Heinemann. Stabler, M. J. (1997). *Tourism and Sustainability: Principles to Practice*. Wallingford, OX: CAB International.

Stephen, W. (2009). *Ecotourism: Impacts, Potentials and Possibilities?* London: Butterworth-Heinemann.

Weaver, D. B. (2006). *Sustainable Tourism: Theory and Practice*. Oxford, UK: Elsevier Butterworth-Heinemann.

8. Related Web Resources

Global Sustainable Tourism Council
<https://www.gstcouncil.org/en/>

9. Related Journals

Annals of Tourism Research
Journal of Hospitality and Tourism Research
Journal of Travel Research
Journal of Sustainable Tourism
Tourism Management
Tourism Geographies
International Journal of Tourism Research
Asia Pacific Journal of Tourism Research

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/00000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Newspaper articles, magazines and other on-line videos on relevant current issues will be used wherever and whenever necessary and feasible.