Course Outline

Part I

Programme Title	**:**	All Undergraduate Programmes
Programme QF Level	**:**	5
Course Title	**:**	Accreditation and Certification for Tourism Industry
Course Code	**:**	GGP4030
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"):

- **P**rofessional **E**xcellence;
- **E**thical **R**esponsibility; **&**
- **I**nnovation.

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 has been important for economic development offering opportunities for generation of revenue and jobs. However, over tourism can cause catastrophic effects to the environment which trigger increasing attention for scholars, governments, and NGOs. Numerous green certification systems have been proposed and promoted to turn tourism operation to be more sustainable in order to reduce negative environmental impacts and enhance socioeconomic benefits. This course is to introduce how regulatory system through compulsory and voluntary-based green certification implemented to enhance sustainability performance of the tourism industry. This course also comprehensively introduces various sustainable practices adopted by different sectors of the tourism industry.

2. **Course Intended Learning Outcomes** (CILOs)

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

    CILO$_1$ Demonstrate a high level of competence in knowledge on sustainable tourism certification systems;

    CILO$_2$ Analyse the economic, environmental and socio-cultural impacts through adoption of sustainable tourism certification systems;

    CILO$_3$ Evaluate the effectiveness of the accreditation and certification systems of the tourism industry;

    CILO$_4$ Relate the knowledge of sustainable development concepts and principles of tourism planning and management.

3. **Content, CILOs and Teaching & Learning Activities**

Course Content	CILOs	Suggested Teaching & Learning Activities
1. **Background**: developmental history of accreditation and certification systems for tourism industry.	*CILO$_{1,2}$*	Lectures, lecturer-led Q&A
2. **Tourism impacts**: economic, environmental and socio-cultural impacts; tourism impact assessment	*CILO$_{2,3,4}$*	Lectures, video, field visit, discussion
3. **Accreditation and certification**: sustainability accreditation for tourism (e.g. GSTC, Earth Check, Green Destination, Ecotourism Australia), standard, criteria and indicators of various tourism sectors	*CILO$_{2,3,4}$*	Lectures, video, discussion
4. **Implementation procedure**: auditing procedure and methods (onsite and desktop), evaluation of sustainability performance of different tourism sectors.	*CILO$_{2,3,}$*	Lectures, video, students' presentation, discussion

4. Assessment

Assessment Tasks	Weighting (%)	CILOs
(a) Group presentation to demonstrate the understanding of an example of sustainability accreditation and/or certification systems in tourism industry	30%	*CILO 1, 3, 4*
(b) Individual essay (1,200 words) to critically examine the effectiveness of a sustainability accreditation and/or certification system in tourism industry	30%	*CILO2, 3*
(c) In-class exercises in group and individual format, including: - discussion and analysis related to tourism impacts, accreditation and certification - desktop audit for the economic, environmental, and socio-cultural impacts of a tourism related business	40%	*CILO1, 2, 3, 4,*

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)
Font, X., & Buckley R. C. (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Management.* New York: CABI Publishing.

7. Recommended Readings
BALLINa, F. J., VALDÉs, L. & Valle, E. D. (2020) The Signalling Theory: The Key Role of Quality Standards in the Hotels Performance, *Journal of Quality Assurance in Hospitality & Tourism,* 21(2), 190-208, DOI: 10.1080/1528008X.2019.1633722

Black, R., & Crabtree, A. (2007). *Quality Assurance and Certification in Ecotourism.* Cambridge, MA: CABI.

Dunk, R. M., Gillespie, S. A., & MacLeod, D. (2016). Participation and Retention in a Green Tourism Certification Scheme. *Journal of Sustainable Tourism*, *24*(12), 1585-1603.

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

Karlsson, L., & Dolnicar, S. (2016). Does Eco Certification Sell Tourism Services? Evidence from a Quasi-Experimental Observation Study in Iceland. *Journal of Sustainable Tourism*, *24*(5), 694-714.

Klein, L., & Dodds, R. (2018). Blue Flag Beach Certification: An Environmental Management

Tool or Tourism Promotional Tool? *Tourism Recreation Research*, *43*(1), 39-51.

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.

Margaryan, L., & Stensland, S. (2017). Sustainable by Nature? The Case of (non) Adoption of Eco-certification Among the Nature-Based Tourism Companies in Scandinavia. *Journal of Cleaner Production*, *162*, 559-567.

8. **Related Web Resources**
   Global Sustainable Tourism Council
   https://www.gstcouncil.org/en/
   Green Globe Certification
   https://greenglobe.com/
   Earth Check
   https://earthcheck.org/
   EcoGuide Certification
   https://www.ecotourism.org.au/our-certification-programs/eco-certification-5/

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/000000000016336798924548BbN5). Students should familiarize themselves with the Policy.

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

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