Module Title:	Sustainable Tourism Development
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	No Programmes

Teaching & Learning Strategies:	A variety of teaching and learning strategies will be used. Primarily class based lectures illustrated by case studies and potential field trips. Teaching will be complemented by directed learning based on continuing assessment projects.

Module Aim:	The aim of this module is to further develop the learner's awareness of concepts introduced in International Tourism and Destination Management (3rd year) and to apply them to the issues of developing environmentally, culturally and economically sustainable tourism projects. The module will provide a critical appreciation for the principles of authenticity and sustainability in modern tourism development. Functioning as a capstone learning experience the module will provide graduates with the skills to pursue sustainability within a continually evolving tourism industry.

Learning Outcomes

On successful completion of this module the learner should be able to:

LO1	Demonstrate a critical appreciation of the significance of authenticity and sustainability in modern tourism development.
LO2	Employ a developed appreciation of 'Sense of Place', and its significance to resident communities and tourists, in the pursuit of sustainable tourism development.
LO3	Critically assess the cultural and environmental sustainability of national and international tourism initiatives.
LO4	Employ the skills necessary to effectively interpret and communicate the natural and cultural heritage of a tourism destination.
LO5	Utilise, in a focused manner, the research skills and knowledge acquired in four years of study to develop a sustainable tourism concept.

Pre-requisite learning

Module Recommendations
This is prior learning (or a practical skill) that is recommended before enrolment in this module.

No recommendations listed

Incompatible Modules
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.

No incompatible modules listed

Co-requisite Modules

No Co-requisite modules listed

Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.

No requirements listed

Module Content & Assessment

Indicative Content
Sustainable Tourism: An introduction to the term 'sustainability' as first used by the Club of Rome in 1972. What is sustainable tourism in environmental, economic and cultural terms?
Sense of Place: What does this cultural geography term mean? What is its significance to sustainable tourism development? How can it be utilised in ethical tourism promotion?
Authenticity: Authenticity – An introduction to the concept of authentic tourism promotion as discussed by writers such as Dean MacCannell and Ning Wang.
Interpretation and Communication: Tourism development and promotion commodifies natural and cultural heritage. How can modern interpretive and storytelling techniques be used to successfully communicate the character of a sustainable tourism destination?
Research: Tutorial and directed learning in the practical application of qualitative, quantitative and mixed research methodologies for sustainable tourism development.

Assessment Breakdown	%
Continuous Assessment	45.00%
Project	55.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	C. 3000 word critical essay comparing the sustainability of Irish and international tourism development case studies. To be delivered in the first term of tuition.	1,2,3,4	30.00	n/a
Project	Interpretive project focusing on an Irish site of cultural or environmental significance. To be delivered at the end of the first term of tuition. Word count to be clarified in response to the mode of interpretive communication selected.	1,2,3,4	15.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Building on the earlier interpretive assignment this independent project will propose the development of a sustainable tourism project of the student's choice. This project will require each student to undertake individual research into a relevant environmental, cultural or industrial issue of their choice. This summative assessment will be submitted at the end of the course of tuition.	1,2,3,4,5	55.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	2.00
Seminars	Every Week	1.00
Independent Learning	30 Weeks per Stage	4.00
	Total Hours	123.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning	Every Week	3.00
	Total Hours	4.50