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)

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:
2. Mowforth: Tourism & Sustainability, Routledge Publishing,