

Course Title	Eco-Tourism				
Course Code	TOUR311				
Course Type	Compulsory				
Level	Higher Diploma				
Year / Semester	3 rd Year/ 6 th Semester				
Teacher's Name	Demos Parapanos				
ECTS	4	Lectures / week	2	Laboratories / week	None
Course Purpose and Objectives	<p>This course is designed to enable students to develop and apply knowledge and skills, in relation to environmental, social and economic costs and benefits of Eco-tourism.</p> <p>The module introduces students to key elements of Eco-tourism and Sustainability related policies, community involvement, and future trends.</p> <p>By the end of the course, students are expected to develop ethics, responsibility and sustainability (ERS) towards environmental issues and analyze surveys and identify the key issues of successful Eco-tourism and rural tourism development.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> • Develop a Sustainable tourism model, by demonstrating knowledge and appreciation of environmentally related issues in tourism • Apply appropriate methods and management practices and opportunities within the concept of Ethics, Responsibility and Sustainability (ERS) in Eco-tourism • Develop marketing strategies and demonstrate knowledge of competitive advantages for a rural destination. • Develop knowledge and understanding of resources, products, best management practices, and opportunities in the ecotourism sub-sector. • Incorporate the guiding principles of Eco-tourism into developing business plans for Hospitality and Tourism sector. 				
Prerequisites	TOUR307	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> • Introduction to Eco-tourism and the scope of the course • Importance of Eco-tourism to the development of the industry • Impact of Eco-tourism towards the environment • Eco-tourism vs Mass-Tourism 				

	<ul style="list-style-type: none"> • Introduction of the concept of 3Ps (Place, People, Profit) • Ethics, Responsibility and Sustainability (ERS) • Assignment How to write an assignment • Examples of Eco-tourism and Rural-tourism papers • Eco-tourism and Sustainability • Business Development within Eco-tourism and Rural-tourism • Development of Adventures in Eco-friendly environment • Eco-tourism and Rural-tourism Applications worldwide • Marketing Eco-tourism and Rural-tourism Destinations
Teaching Methodology	<p>The course will be taught by means of classroom lectures and group discussion, supported by readings from the course text, additional suggested resources and material supplied by the instructor. Some videos will be shown.</p>
Bibliography	<p>Compulsory Reading:</p> <ul style="list-style-type: none"> • Wearing, Stephen (2018) Ecotourism: Transitioning to the 22nd century. 3rd Edition. Routledge, ISBN: 9781138202108. • Wearing, Stephen and Neil, J. (2009) Ecotourism: Impacts, Potentials and Possibilities. 2nd Edition. Elsevier LTD. ISBN: 9780750662499. • Heizer, Jay (2020) Operations Management: Sustainability and Supply Chain Management, Pearson. ISBN: 978-1-292-29503-9 • Carroll, Archie & Brown, Jill & Buchholtz, Ann (2017), Business & Society: Ethics, Sustainability & Stakeholder Management, 10th Edition, Cengage Learning, ISBN: 9781305959828 <p>Additional Reading:</p> <ul style="list-style-type: none"> • Honey, Martha (2008) Ecotourism and sustainable development: Who owns paradise? 2nd Edition. Island Press, ISBN:9781597261265. • Ade Oriade (2017), Rural Tourism and Enterprise: Management, Marketing and Sustainability, CABI. ISBN: 9781780647500. • Roberts, Lesley (2001) Rural tourism and recreation: Principles to practice, CABI Publishing, ISBN:0851995403. • Getz, Don (1997) The business of rural tourism: International Perspectives, Gengage, ISBN:0415135117. • Gale, T. and Hill, J. (2009) Ecotourism and environmental sustainability: principles and practice.(e-book) Routledge, Academic Collection (EBSCOhost) • Mowforth, M. (2009) Tourism and Sustainability: Development globalisation and new tourism in the third world, 3rd, Routledge. ISBN: 978-0-415-41402-9. <p>Academic Articles</p> <ul style="list-style-type: none"> • Schianetza, Karin, Kavanagh, Lydia, Lockington, David (2007), The Learning Tourism Destination: The potential of a learning

	<p>organisation approach for improving the sustainability of tourism destinations, Elsevier-Tourism Management 28, pp 1485–1496 http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.518.2767&rep=rep1&type=pdf</p> <ul style="list-style-type: none"> • Mucharreira, Pedro (2019) The relevance of tourism in financial sustainability of hotels, Science Direct, Volume (25) Issue (3), pp 165-174 https://reader.elsevier.com/reader/sd/pii/S2444883419301019?token=47F6D642CEAD88A26C9C0430708CE032CEF88CE8ECEBAA961239DB855C56CD618BCAEAB8A048FEAD6FD9C3BBE0FEF363 • Jie J. Zhang, Nitin R. Joglekar, Rohit Verma (2012), Exploring Resource Efficiency Benchmarks for Environmental Sustainability, The Scholarly Commons, pp229-241 https://core.ac.uk/reader/145015570 • Macbeth, J., Carson, D. and Northcote, J. (2004) Social Capital, Tourism and Regional Development: SPCC as a Basis for Innovation and Sustainability, Current Issues in Tourism. Vol. 7, No. 6, Pp. 502-522 https://www.tandfonline.com/doi/abs/10.1080/1368350050408668200 • M. Isabella Leone & Paola Belingheri (2017) The relevance of Innovation for Ethics, Responsibility and Sustainability. Industry and Innovation. Vol. 24, No. 5, Pp. 437-445. https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036 • Fornes, G., Monfort, A., Ilie, C., Koo, C. K. and Cardoza, G. (2019) Ethics, Responsibility, and Sustainability in MBAs. Understanding the Motivations for the Incorporation of ERS in Less Traditional Markets, Sustainability. Vol. 11, Pp. 1-22. https://www.mdpi.com/2071-1050/11/24/7060
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English