



蘇州大學
Soochow University

ECO 466 Sustainable Tourism

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course delves into sustainable tourism, covering its global and geographical dimensions, including socioeconomic factors in developing nations and various international settings. Students will gain insights to recognize, analyze, and propose sustainable solutions for pertinent issues. Through critical examination, the environmental, economic, and socio-cultural impacts of tourism development will be explored. Strategies for achieving equilibrium across these dimensions for sustainability will be emphasized.

Upon Completion of this Course, students will be able to:

1. Learn the fundamental principles, scope, and evolution of sustainable tourism, along with related concepts;
2. Gain insight into the complexities associated with sustainable tourism;
3. Recognize sustainable practices within the tourism sector;
4. Critically evaluate the environmental, economic, and socio-cultural impacts of tourism;
5. Identify and recommend sustainable solutions for tourism-related challenges.

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
2 Projects	20 Points
Midterm 1	15 Points
Midterm 2	15 Points
2 Reports	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

David Weaver, *Sustainable Tourism: Theory and Practice*, 1st Edition, Routledge, 2007.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics:</p> <p>Topic 1: The Evolution of Sustainable Tourism: Historical Perspectives and Contemporary Trends</p> <p>Topic 2: Principles of Sustainable Tourism: Understanding the Triple Bottom Line Approach</p> <p>Topic 3: Environmental Conservation in Sustainable Tourism: Strategies and Best Practices</p> <p>Topic 4: Community Engagement and Empowerment in Sustainable Tourism Development</p> <p>Assessments:</p> <p>Project 1</p>



Module 2	<p>Topics: Topic 5: Economic Impacts of Sustainable Tourism: Balancing Profitability and Social Responsibility Topic 6: Stakeholder Collaboration and Partnership Building in Sustainable Tourism Initiatives Topic 7: Sustainable Tourism Planning and Policy Development: Tools and Frameworks Topic 8: Sustainable Tourism Marketing: Promoting Responsible Travel Practices</p> <p>Assessments: Report 1</p>
Module 3	<p>Topics: Topic 9: Destination Management for Sustainable Tourism: Challenges and Opportunities Topic 10: Ecotourism and Nature-based Tourism: Preserving Biodiversity and Ecosystem Integrity Topic 11: Cultural Heritage Conservation in Sustainable Tourism: Safeguarding Intangible Assets Topic 12: Sustainable Tourism Certification and Accreditation Programs: Assessing Performance and Compliance</p> <p>Assessments: Midterm#1 Project 2</p>
Module 4	<p>Topics: Topic 13: Climate Change Adaptation in Sustainable Tourism: Mitigation Strategies and Resilience Building Topic 14: Sustainable Tourism Education and Awareness: Fostering Responsible Travel Behavior Topic 15: Indigenous Tourism and Cultural Preservation: Empowering Local Communities Topic 16: Sustainable Tourism Governance and Policy Implementation: Case Studies from Around the World</p> <p>Assessments: Midterm#2 Report 2</p>



Module 5	<p>Topics: Topic 17: Sustainable Tourism and Corporate Social Responsibility: Ethical Business Practices in the Tourism Industry Topic 18: Tourism Carrying Capacity and Visitor Management: Balancing Conservation and Visitor Experience Topic 19: Sustainable Transportation in Tourism: Promoting Green Mobility Options Topic 20: Future Directions of Sustainable Tourism: Innovations and Emerging Trends</p> <p>Assessments: Final Exam</p>
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ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50%



or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.