

### ***OTHM Individual Certificate in Sustainable Tourism & Eco Management***

#### **Background**

The OTHM Sustainable Tourism and Eco Management Certificate paper is one of six specialist modules launched in 2007. The course has been designed to be taught over 30 GLH [Guided Learning Hours].

The module is a stand-alone certificate offered by OTHM at an operational level and combines perfectly with other five stand alone units. OTHM students at Professional Certificate, Diploma or Higher Diploma are ALL eligible to take this specialist unit.

All six units add value to the existing OTHM programmes and students, who wish to specialise in a particular area of Travel, Tourism or Hospitality should find these new OTHM additions most beneficial.

#### **Aims & Objectives**

*This module aims to provide participants with:*

- a practical understanding of the drivers for Sustainable Tourism
- an understanding of the importance of environment protection and the need for professional Eco Management
- An understanding of the changing focus of visitors & players towards 'Green Tourism'.
- A knowledge of the role of the key players who may influence and/or change and manage policies and procedures to make tourism sustainable

#### **Learning Outcomes**

*At the end of this module students will be able to:*

- Describe the changes in attitude of the 'Key Players'
- Explain the theories and motivators leading to a demand for Sustainability & Eco-tourism
- Distinguish between existing marketing and management strategies and Alternative Tourism
- Understand and participate in the implementation of management and planning processes for successful Sustainable and Ecotourism