

### ***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

## Full Syllabus

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### Knowledge and Skill Requirements

By the end of the course candidates will be able to:

#### 1. Historical antecedents of Sustainable Development & Ecotourism [15%]

- Changing Attitudes towards Nature
- Progressive Conservation
- Primitive Ecotourism
- Antecedents
- Key Issues from OECD reports- on understanding the environment: Aquatic, Land, Architectural, Socio –cultural, Urban, protection of Fauna and Flora, managing nature and natural disasters

#### 2. Sustainable Tourism [5%]

- Committees, Reports & Concepts
- Sustainable development & Tourism
- Sustainable Tourism: The problem of scale [Geography, Time, Funding, People>Cultural and commitment ]

#### 3 Tourism & Sustainable Development [5%]

- The Tourism Life Cycle
- Mass Tourism & Economies of Scale versus Environmental protection
- Getting the Actors involved : Key Decision Makers, The Community, The supply chain, The Visitors
- Regulations and the Law

#### 4. Land & Culture [10%]

- Indigenous Ecotourism
- Review Case Projects: Pacific, Asia, Africa, UK, Indian Ocean, New Zealand, Central America
- Developing Indigenous Tourism
- Maintaining Indigenous Tourism
- Controlling Indigenous Tourism

#### 5. Planning & Managing Sustainable Tourism [15%]

- Tools to assist Sustainability Analysis for a Sustainable Tourism System- Model: Dalal, Clayton & Wright 1994
- Capacity Planning
- Use Levels

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- Cumulative effects assessment
- Social Goals & Values when making Sustainable Decisions
- Visitor Transport
- Eco Sustainable Development [ESD]

### **6. Alternative Tourism [10%]**

- Religious Travel
- Urban Heritage
- Historical Re-enactments
- Farms
- Backpacking
- Feminist Travel
- Education Tours
- Volunteer Tourism

### **7. Emergence of the Green Tourist [10%]**

- Demographics & Disposable Income
- Lifestyle
- Attitudes
- Shades of Green
- The Western shift to Green, Global Warming, Pollution and quality of life.  
Government & Market Incentives to go Green

### **8. The Supply Chain & Going Green for Sustainability [10%]**

- Tour Operators
- Transportation Providers- Airlines, Cruise Ships, Railways
- Hospitality Providers- Hotel Groups, Individual Hotels, Motels, Eco friendly resort villages [e.g. Centre Parcs], self service accommodation [e.g. National Trust Cottages]
- Tourist Boards; Local, Regional, National
- Government Bodies and relevant Institutions [e.g. OECD, WTO ]

### **9. Quality & Eco Labels [5%]**

- Industry incentives for participants
- Anatomy of Eco-labelling Schemes
- The players in Tourism Eco-labels
- Green Globe 21: Benchmark status, Certified Status

## Full Syllabus

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- Special Eco-labels: Blue Flag, Green Hotels Association, Committed to Green Foundation
- TUI environmental monitoring of contracted hotels
- Strengths & Weaknesses of Labels

### **10. Visitor Management & Marketing [15%]**

- Visitor Volume: Caps & Quota's, Group Size Limits, User Fees, Infrastructure and service limitations
- Re-Distribution: Dispersal, Concentration, Education, Persuasion, Tourist Code of Conduct
- Target Marketing
- The Eco Tourism Industry: Review Case studies; clarify-History and background, Tour operations, Targeting Countries for Ecotourism, The Ecotourism product on offer, Ecotourism policies, Managing an Eco-tour, Trends in Ecotourism