

## HOSP B8Z03: Responsible Tourism

Module Details	
Module Code:	HOSP B8Z03
Full Title:	Responsible Tourism   APPROVED
Valid From::	Semester 1 - 2014/15 ( September 2014 )
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Lorraine Dunne
Departments:	Unknown
Module Description:	This module provides the students with a comprehensive understanding of the evolution of Responsible Tourism and the ability of destinations to apply the principles of responsible tourism for the future benefit of the community.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Evaluate the concept of Responsible Tourism.
MLO2	Assess the economic impact on a destination of the application of Responsible Tourism.
MLO3	Appraise the responsibility of stakeholders in the management of the destinations natural environment.
MLO4	Examine the impact of Responsible Tourism on the heritage and culture within a destination.
MLO5	Evaluate existing marketing plans within tourism destinations.
MLO6	Evaluate the overarching concept of Responsible Tourism and all stakeholder involvement.
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
<b>Responsible Tourism</b> Introduction to Responsible tourism, who takes responsibility for making tourism more sustainable.	
<b>Economic Dimensions</b> Local economic development and poverty reduction.	
<b>Natural Resources and Environmental Impact.</b> The management of natural resources in environmental impacts and conservation.	
<b>Social Inclusion</b> The social impact of responsible tourism, management of cultural heritage.	
<b>Marketing Responsible Tourism</b> The development of marketing in a responsible tourism destination considering the type of tourist and specific destination.	
<b>Online Marketing Strategies</b> The development of online marketing within the overall marketing plan, implementation of digital and online marketing tools.	
<b>Responsible Tourism in Destinations</b> Development of overall responsible tourism within the destination, public and private stakeholder involvement.	
Module Assessment	
Assessment Breakdown	%
Course Work	40.00%
Final Examination	60.00%
Module Special Regulation	

## Assessments

Full Time On Campus			
Course Work			
Assessment Type	Group Project	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,4,5,6
Duration in minutes	0		
<b>Assessment Description</b> The analysis, evaluation and re-design of marketing plans within tourism destinations to critique the extent of their responsible tourism practices .			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	60
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,4,6
Duration in minutes	0		
<b>Assessment Description</b> n/a			
Reassessment Requirement			
<b>A repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	3.00
				Total Weekly Contact Hours	3.00

This module has no Part Time On Campus workload.

Module Resources
<i>This module does not have any book resources</i>
<i>Recommended Article/Paper Resources</i>
Goodwin, Harold. (2014), Responsible Tourism and the Green Economy, Green Growth & Travelism, p.133.
<i>Other Resources</i>
<p>Website, Green Travel,  <a href="http://www.greentravel.ie/">http://www.greentravel.ie/</a></p> <p>Handbook, Fáilte Ireland Eco-Tourism Handbook,  <a href="http://www.failteireland.ie">http://www.failteireland.ie</a></p> <p>Website, Tourism Development International,  <a href="http://www.tourismdev.com/">http://www.tourismdev.com/</a></p> <p>Website, Irish Centre for Responsible Tourism,  <a href="http://www.icrt.ie">http://www.icrt.ie</a></p> <p>Website, Ecoescape,  <a href="http://www.ecoescape.org">http://www.ecoescape.org</a></p>