

COURSE DESCRIPTION

1. Course unit title: **Sustainable tourism management**
2. Course unit code: TUR3070
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester when the course unit is delivered: first
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Assoc.prof.Snezhanka Ovcharova, PhD, Prof.Tzvetan Tonchev, PhD.
9. Learning outcomes of the course unit:
Training in discipline aims at achieving theoretical understanding and practical application of the principles sustainable management. Skills for critical thinking and knowledge for relationship between types of tourist activity and issues of sustainability are acquired.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: knowledge of management and economic disciplines from bachelor degree.
12. Course contents: The course provides knowledge of the principles for sustainable tourism management. The anthropogenic impact on the environment is considered. Students learn about the strategic and policy documents of world organizations. Approaches for balanced and sustainable natural resources usage and for environmental protection are studied. The acquired knowledge are applicable to research and solve problems arising in the functioning of tourist organizations.
13. Recommended or required reading:
 - Воденска М., Икономически, социални и природни влияния на туризма. СУ, С., 2001.
 - Рафаилова Г. “Управление за устойчиво развитие на туристическа дестинация (на примера на община Варна)”, Изд. «ФИЛ», Варна, 2008.
 - Стратегия за устойчиво развитие на туризма 2009-2013г.
 - Agenda 21 for the Travel and Tourism Industry .
 - Global Code of Ethics for Tourism.
 - Mowforth, Martin and Munt, Ian (2009). Tourism and Sustainability. Development, Globalisation and New Tourism in the Third World. Third Edition. London: Routledge.
 - Weaver, David (2000) A broad context model of destination development scenarios, Tourism Management 21: 217-224.
14. Planned learning activities and teaching methods: multimedia presentation of lectures, writing articles in interesting topics, analytical interpretation of special cases from tourist industry.
15. Assessment methods and criteria: The final grade is formed from: results of written exam, results from course project and participation in discussion. Participation in test and project are compulsory . The weight of individual components in the overall assessment is as follows: the sum of points on the course project and participation in seminars - 30% and results of written examination - 70%.
16. Language of instruction: Bulgarian, English.
17. Work placement(s): none.