Departments of Economics

Faculty of Arts

University of Colombo

Certificate Course in Sustainable Tourism Destination Management (CSTDMM)

(1) Introduction

Department of Economics seeks the permission of the Faculty Board of the Faculty of Arts and Senate of the University of Colombo to offer an Certificate Course in Sustainable Tourism Destination Management (CSTDMM). The course is expected to commence in August 2021 at the Departments of Economics, Faculty of Arts, University of Colombo.

(2) The Need

Despite the impact of COVID-19 Pandemic in this year, tourism has become one of the fastest growing single industries in the world, accounting more 10% of world's GDP, 330 million jobs or 1 in every 10 jobs around the world. Similarly, Sri Lanka Tourism has become the 3rd highest foreign exchange generator of the country, representing nearly 5% out of the GDP and generating nearly 450.000 direct and indirect employments to the country.

In spite of such impressive performance, tourism development is more than just a powerful economic benefit. The tourism industry is inherently multifaceted and interdependent industry, connected with socio-economic, cultural and natural environment of the country. Therefore, sustainable tourism is based on trio-fundamental requirement of sustainable development, namely *Maximizing Economic Benefits while Maintaining Ecological Balance and Community Well-Being* simultaneously.

The biggest challenge facing with tourism development in Sri Lanka at present is lack of application of sustainability practices in tourism development, though tourism development continues to grow exponentially. On the other, what many are unable to realize is that sustainability itself is also a great opportunity for higher economic benefits with green growth. Furthermore, the tourism industry's prosperity is mainly determined only through the creative decision making, innovative management, effective marketing and responsible leadership. Therefore, this CSTDMM is an interdisciplinary program designed to prepare the students for leadership roles in tourism organizations looking to commit to sustainable practices.

The CSTDMM is to provide a strategic management skills and competencies in sustainable destination management along with practical applications.

(3) Specific Objectives of CSTDMM

The specific objectives of this course are:

1) To enhance the understanding on the conceptual and theoretical understanding of sustainable tourism development and its practical application, keeping special attention in meeting the Sustainable Development Goals.

2) To discuss the best practices in Sustainable Tourism Destination Management with innovative sustainable tourism products

3) To develop necessary skills and knowledge to understand specific policies and management strategies on sustainable tourism development

4) To improve the analytical skills of the students to develop Sustainable Tourism Destination Management Projects.

(4) Intended Learning Outcomes (ILOs) of the Course

Objective	ILO NO	Course Intended Learning Outcomes
1	ILO$_1$	o *To provide an awareness on sustainable tourism and application of sustainable development goals*
2	ILO$_2$	o *To deliver the knowledge on implementation of Sustainable Tourism Destination Management*

		o To analyze the practical application of Sustainable Tourism Destination Management with global best practices
3	**ILO$_3$**	o To enhance the skills and knowledge to understand the public-private and community partnership for sustainable tourism development
4	**ILO$_4$**	o To provide knowledge and skills on developing new projects for sustainable best practises and innovations
		o Use of appropriate management tools and marketing techniques in designing the projects for Sustainable Tourism Destination Management

(5) Target Groups

This advanced certificate course is designed for the tourism professionals, who wish to start or/and advance their career in sustainable tourism management. Furthermore, this course expects to provide necessary knowledge and skills on middle and higher level of management level professionals, practitioners, entrepreneurs, researchers and higher educational students on Sustainable Tourism Destination Management.

(6) Admission Requirements

Minimum educational qualification of the prospective students to follow this certificate programmes should possess any one of the following qualifications:

    (a) G.C.E. O/L or Equivalent Qualification

              OR

    (b) Completion of NVQ Level 3

              AND

    (c) Passing the admission/selection test and interview

(7) Medium of Instruction: English and Sinhala Mediums

(8) Course Fee: Rs. 65000/ = (PAYABLE IN INSTALLMENTS)

(9) Course Duration: 6 Months with approximately 250 lecture Hours

(10) Teaching and Learning Methodology

- o Lecturing
- o Group Works and Presentations
- o Discussions with Industry Experts
- o Case-Based and Problem-Based Learning
- o Internship and Field Visits

(11)   Details of Course Modules

11.1: First Semester

Module Code	Module Name	Lecture Hours	Related ILOs	No of Credits
CSTDM-1	Introduction to Sustainable Tourism Development and SDG Application	30	ILO_1, ILO_2	2
CSTDM-2	Biodiversity for sustainable tourism	30	ILO_1, ILO_2 $ILO3$	1
CSTDM-3	Marketing and Product Designing for Sustainable Tourism	30	ILO_2, ILO_3	2
CSTDM-4	Resource Management for Sustainable Tourism Development	30	ILO_2, ILO_3	2

11.2: Second Semester

Module Code	Module Name	Lecture hours	Related ILOs	Credits
CSTDM-5	Destination Management and Planning for Sustainable Tourism	30	ILO_1, ILO_2, ILO_3	2
CSTDM-6	Economics of Tourism Business & Cooperate Sustainability	30	ILO_3, ILO_4	1
CSTDM-7	Sustainable Audit and Certification	30	ILO_3, ILO_4	2
CSTDM-8	Tourism Projects and Best Practices for Sustainable Tourism Development	30	ILO_2, ILO_3 ILO_4	2
CSTDM-9	Project Report Writing (Between 5000 to 6000 words)	30	ILO_1, ILO_2, $ILO_3 ILO_4$	2
CSTDM-10	Internship and Field Visits	30	ILO_2, $ILO_3 ILO_4$	2

12. Contents of Modules

12.1 First Semester

Module Code	Contents of Course Module
CSTDM-1	**Introduction to Sustainable Tourism Development and SDG Application**

	o Definitions and Related Concepts on Sustainable Tourism Development o Recent Market Trends and Patterns and the Practices of Sustainable Tourism o An overview of history and evolution of SDGs o Discussion on 17 SDG's and 169 SDG's targets o Interrelationship between Sustainable Tourism and Application of SDG's
CSTDM-2	**Biodiversity for sustainable tourism** o Introduction of biodiversity o Ecosystem Services and Sustainability o Biodiversity Tourism and Applications o Biodiversity Conservation and Valuation o Sustainability of Biodiversity in Tourism Development o Application of Biodiversity Sustainable Tourism: Global Best Practices
CSTDM-3	**Marketing and Product Designing for Sustainable Tourism** o Introduction to Tourism Marketing o Tourism Marketing and Sustainable Tourism o Marketing Mix and Sustainable Tourism Development o Product development and Tour Package Designing under Sustainable Tourism Applications o Digital & Social Media Marketing, Destination Management and Sustainable Tourism o Sustainable Tourism Marketing Strategy and Competitive Advantage of Destination o Innovative Marketing Strategies for Sustainable Tourism
CSTDM-4	**Resource Management for Sustainable Tourism Development** o Social, Economic, Cultural and Environmental Impacts of Tourism Development and Sustainable Tourism o Natural Resource Management in Sustainable Tourism o Green Guidelines and Standards in Sustainable Tourism o Protection of Cultural Heritage in Sustainable Tourism

	o Achieving the Sustainable Balance through Community Resource Management and Community well-being o Development of Destinations with trip circuits and travel packages under the principles and guidelines in Sustainable Tourism o Human Resource Development in Sustainable Tourism o Case Studies

12.2 Second Semester

Module Code	Contents of Course Module
CSTDM-5	**Destination Management Policy and Planning for Sustainable Tourism** o Basic Concepts in Tourism Planning and Sustainable Tourism o Tourism Planning and Sustainable Applications o Sustainable Tourism Policy Framework and Principles o Sustainable Tourism formulation and implementation o Public Policy Impact Chain and Sustainable Tourism Management: Case Studies o Strategic Planning Process in Sustainable Tourism Destination o Tourism Destination Management and Sustainable Product Development
CSTDM-6	**Economics of Tourism Business & Cooperate Sustainability** o Recent Trends and Patterns in Business World o Economics of Tourism Destination Management o Tourism Supply Chain and Application of Sustainable Practices o Entrepreneurship and Investments in Sustainable Tourism o Business Models and Approaches in Sustainable Tourism o Development of Business Projects for Sustainable Tourism o Global best practices and Lessons Learned
CSTDM-7	**Sustainable Audit and Certification** o Introduction of sustainable auditing o Important of sustainable auditing and certification

	o Criteria of sustainable auditing
	o Development of audit plan for sustainable certification
	o Conduct the audit for sustainable certification and monitoring
	o Understand the procedures of applying sustainable audit and certification
CSTDM-8	**Tourism Projects and Best Practices for Sustainable Tourism Development** o Introduction of Tourism Project Preparation under Sustainable Development Guidelines and SDG Indicators o Project Cycle and Implementation of Sustainable Tourism Projects o Guidelines for Project Proposal and Project Report Writing o Estimating the Project Costs Evaluation of the Sustainable Projects o Financial Appraisal and The Business Plan o Factors for Project Success or Failure in Sustainable Tourism o Sensitivity Analysis and Other Types of Project Analyzing o Project Authorization and Project Organization Structures o ICT Tools and Packages/Apps for Sustainable Tourism Project Management

13. **Scheme of Evaluation**

13.1 Weightage of assignment

Assessment Item	Details of the Assignment	Specific Requirements	Due Date	Weightage (%)
(AI₁) Basic Concepts and Applications	Group Assignment and Presentation	Overall knowledge on sustainable tourism	At the Mid of the Course	10%
(AI₂) Best Practices	Group Assignment and Presentation	Best Practices in sustainable tourism	At the end of the Course	10%
(AI₃) Organize Webinar on Best Practices	Group Presentation	Project Proposal and Importance of Project for Sustainable Tourism	At the end of the Course	20%

(AI$_4$) …………………………….				

13.2 Assessment of Key Intended Learning Outcomes *[Should be provided by the lecturer]*

Key Intended Learning Outcomes	(AI$_1$)	(AI$_2$)	(AI$_3$)
(ILO$_1$)	(AI$_1$)	(AI$_2$)	
(ILO$_2$)	(AI$_1$)	AI$_2$)	
(ILO$_3$)	(AI$_1$)	AI$_2$)	**(AI$_3$)**
(ILO$_4$)	(AI1)	AI2)	**(AI$_3$)**

13.3 The grading scales of the Faculty of Arts shall apply to this course:

Range of Marks	Grade
80% +	A+
75% -79%	A
70%- 74%	A-
65% -69%	B+
60% -64%	B
55%-59%	B-
50% -54%	C+
45% -49%	C*
40% -44%	C- (fail)
35%-39%	D+ (fail)
30% - 34%	D (fail)
0% -29%	E (fail)

*Notes: * - Minimum Performance for a Pass.*

The achievement structure will be as follows:

- 45% -69% of total marks   -   Pass
- 70% -79% of total marks - Merit Pass
- 80% - of total marks or above   - Distinction Pass

14. No of Maximum Attempts: 3 Attempts and Less or More than Five Years

15. Supplementary Readings *[Should be provided by the lecturer]*

– Coghlan, A. (2019) Introduction to Sustainable Tourism, Oxford: Goodfellow.

– Edgell, D. (2016) Managing Sustainable Tourism: A Legacy for the Future, 2nd edition, London: Routledge

– GSTC Industry Criteria, https://www.gstcouncil.org/gstc-criteria/gstc-industry-criteria/

– Holden, A. (2016) Environment and Tourism, 3rd edition, London: Routledge.

– Mowforth, M. and Munt, I. (2016) Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World, 4th edition, London: Routledge.

– Wall, G. and Mathieson, A. (2006) Tourism: Change, Impacts and Opportunities, Harlow: Pearson.

– WES vzw - Training Department and Tourism Department (2008) Sustainable Tourism Destination Management, www2.wes.be/download/Toerisme/STDM/BrochureSTDM08.pdf