



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	SUSTAINABLE TOURISM
COURSE CODE	DTT 3033
CREDIT HOUR	3
SYNOPSIS	Design to expose students to the concept, planning and programming process of a sustainable tourism. This syllabus allows students to put into practice the knowledge the range of tourism developments designed to maintain environmental, social and economic well-being of natural, built, and cultural resources; the inherent stability of natural ecosystems in order that certain parallels may be drawn and guiding principles applied to the management of tourism based projects.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Tourism and Sustainability: An Introduction 1.1 The evolution of sustainable development and sustainable tourism 1.2 The global effects and impacts of tourism
2	Tourism and the Precautionary Principle in Theory and Practice 2.1 Sustainable yield: An integrated approach to tourism management 2.2 Tourism and common pool resources 2.3 Tourism and human rights 2.4 Ethics in tourism
3	Environmentally Sustainable Tourists 3.1 Environmental justice and tourism 3.2 Consumptive and non-consumptive tourism practices
4	Environmental indicators and benchmarking for sustainable tourism development 4.1 Certification and labelling 4.2 Carbon management 4.3 Sustainable tourism legislation and regulation 4.4 Promoting voluntary behavior change for sustainable tourism



5	Corporate Social Responsibility 5.1 Managing visitors to the natural environment 5.2 Small firms and sustainable tourism policy 5.3 Local-scale environmental impacts and management of tourism
6	Built Attractions and Sustainability 6.1 Natural heritage, parks and protected areas 6.2 Changing audience behavior: A pathway to sustainable event management
7	Sustainable Mobility 7.1 The role of aviation in sustainable development of tourism 7.2 The environmental challenges of cruise tourism: Impacts and governance
8	Community Based Tourism 8.1 Concept of CBT 8.2 Roles of tourism in CBT 8.3 Poverty Reduction 8.4 Homestay Program in Malaysia
9	Integrated Approach 9.1 Conservation 9.2 Sustainable and responsible tourism projects 9.3 Other economic sector
10	Plan & Design Quality Products 10.1 Formulation of CBT plan 10.2 Product development 10.3 Destination/leisure Management 10.4 Interpretation and Communication 10.5 Service Quality
11	Market Demand and Marketing Strategy 11.1 Matching the product 11.2 Channel distribution 11.3 ICT as promotional tool 11.4 Tour operator and ground handler 11.5 Award certification to shape the branding



12	Implementation and Monitoring 12.1 Community Involvement 12.2 Performance Monitoring
References:	1. Sharma Anukrati, Sustainable Tourism Development : Futuristic Approaches (2021) Apple Academic Pr Inc.