

Course title:	MSc Managing Sustainable Rural/Mountain Development
Module title:	Sustainable Tourism and Interpretation
Level:	11
Credit Value:	15 Scotcats
Module leader:	Beth Christie
Status of Module:	Option
Responsible UHI Faculty:	Science and Technology

AIM

To explore the contribution of sustainable tourism, interpretive planning and practice as important components of managing sustainable rural and mountain development.

RATIONALE

This module recognises the central importance of tourism activities for many rural and mountain areas and places this in a development perspective. The module explores in a global context the importance of good interpretive planning and practice as essential to the development and management of a sustainable tourism product.

This module will enable students to develop their knowledge and understanding of sustainable tourism issues, impacts and opportunities and therefore may also be applicable as a stand alone module in the UHI postgraduate prospectus.

Learning outcomes

On completion of the module, the student should be able to:

1. **LO1** - Understand the importance of sustainable tourism, ecotourism and interpretive planning and practice in the management of development in rural and mountain communities;
2. **LO2** - Identify and evaluate the mechanisms and operational implications in implementing sustainable tourism through interpretive processes, both regional and site specific;
3. **LO3** - Analyse and discuss relevant case studies, which illustrate key aspects in the theory and practice of sustainable tourism through interpretive processes;

INDICATIVE CONTENT

- Introduction to sustainable tourism – theories, concepts, historical perspective, applications;
- Analysis of different theoretical traditions of sustainable development and their practical application;
- Inter-relationship between sustainable tourism and development policies and practices in rural and Mountain contexts worldwide;
- Analysis of relationships between sustainable tourism and interpretation from a theoretical and applied perspective;
- Evaluation of sustainable tourism and eco-tourism certification programmes worldwide;
- Introduction to various forms of alternative tourism and an evaluation of the role interpretation plays in their development;
- Analyse how sustainable tourism and interpretation provide opportunities for the promotion of indigenous communities, their language and culture;

ASSESSMENT

Essay, 2500 words, week 9, 50% (LO1 critically analyse and evaluate the benefit of the planning and practice of interpretation in the delivery of sustainable tourism in rural communities, clearly exploring current issues

Case-study report, 2500 words, week 16, 50% (LO2, LO3) compare two contrasting tourism based sites and analyse and explore how interpretation has been used as a positive tool in the delivery of sustainable tourism;

READING LIST

Core

Honey, M. and Rome, A. 2004, *Protecting Paradise: Certification Programs for Sustainable Tourism and Ecotourism*, The International Ecotourism Society

Miller, G. and Twining-Ward, L. 2005, *Monitoring for a Sustainable Tourism Transition: The Challenge of Developing and Using Indicators*, Wallingford – UK, CABI Publishing

Recommended

Abley, M. 2004, *Spoken Here: Travels Among Threatened Languages*, London: William Heinemann

Acott T.G., Trobe H.L.L., and Howard S.H. 1998, 'An Evaluation of Deep Ecotourism and Shallow Ecotourism', *Journal of Sustainable Tourism*, vol. 6, no. 3, pp. 238-253

Armstrong E.K. and Weiler B. 2002, 'Getting the Message Across: An Analysis of Messages Delivered by Tour Operators in Protected Areas', *Journal of Ecotourism*, vol. 1, no. 2-3, pp. 104-121

Beaumont N. 2001, 'Ecotourism and the Conservation Ethic: Recruiting the Uninitiated or Preaching to the Converted?', *Journal of Sustainable Tourism*, vol. 9, no. 4, pp. 317-341

Briassoulis H. 2003, 'Crete: Endowed by Nature, Privileged by Geography, Threatened by Tourism?', *Journal of Sustainable Tourism*, vol. 11, no. 2-3, pp. 97-115

Dewhurst H. and Thomas R. 2003, 'Encouraging Sustainable Business Practices in a Non-regulatory Environment: A Case Study of Small Tourism Firms in a UK National Park', *Journal of Sustainable Tourism*, vol. 11, no. 5, pp. 383-403

Font X. and Buckley R.C. (Eds) 2001, *Tourism Ecolabelling: Certification and Promotion of Sustainable Management*. CABI Publishing

Godfrey, K. and Clarke, J. 2000, *The Tourism Development Handbook*, London, Cassell.

Herbert D. 1995, *Heritage, Tourism and Society*, London, Mansell.

Highlands and Islands Enterprise, *Excellence in Interpretation Report*, Inverness, HIE.

HM Government 2005, *Securing the Future: Delivering UK Sustainable Development Strategy*, London, The Stationary Office

Knudson, D.M., Cable, T.T. and Beck, L. 1999, *Interpretation of Cultural and National Resources*, USA, State College.

Lovelock, B. 2002, 'Why It's Good to be Bad: The Role of Conflict in Contributing Towards Sustainable Tourism in Protected Areas', *Journal of Sustainable Tourism*, vol. 10, no. 1, pp.5-30

McCool S. F. and Lime D. W. 2001, 'Tourism Carrying Capacity: Tempting Fantasy or Useful Reality?', *Journal of Sustainable Tourism*, vol. 9, no. 5, pp. 372-388

Roberts, L. and Hall, D. 2001, *Rural Tourism and Recreation - Principles to Practice*, Oxford, CABI Publishers.

Tourism and Environment Forum, *A Sense of Place, Interpretive Planning Handbook*, Inverness, HIE.

Urry, T. 1995, *Consuming Places*, London, Routledge.

World Commission on Environment and Development 1987, *Our Common Future*, Oxford, Oxford University Press

Websites

Alexander, D., *HRH The Prince of Wales's Business & the Environment Programme*, Retrieved: 15 August 2008 from <http://www.dti.gov.uk/ministers/speeches/alexander180402.html>

Alexander, D., *Corporate Social Responsibility Launch*, Retrieved: 15 August 2008 from <http://www.dti.gov.uk/ministers/speeches/alexander140502a.html>

Ecotourism Australia 2005, *International Ecotourism Standard*, Retrieved: 15 August 2008 from <http://www.ecotourism.org.hk/other%20files/QuebecIES.pdf>

European Commission 2005, *Tourism Matters*, Retrieved: 15 August 2008 from http://europa.eu.int/comm/enterprise/services/tourism/index_en.htm

Government of South Australia – Department for Environment and Heritage 2005, *Triple Bottom Line*, Retrieved: 15 August 2008 from <http://www.ccsa.asn.au/index.php?option=content&task=view&id=237>

Green Tourism Business Scheme 2005, Retrieved: 15 August 2008 from <http://www.green-business.co.uk/>

Monterey Aquarium 2005, Retrieved: 15 August 2008 from <http://www.mbayaq.org/>

Nature's Best 2005, *Probably the Best Nature Tours in Europe*, Retrieved: 15 August 2008 from <http://www.naturesbasta.se/nb/index.asp>

Scottish Executive 2005, *Scotland's Sustainable Development Strategy 2005*, Retrieved: 15 August 2008 from <http://www.scotland.gov.uk/Publications/2005/12/1493902/39106>

Sustainable Development Commission 2005, Retrieved: 15 August 2008 from <http://www.sd-commission.org.uk/>

Tourism Tasmania 2002, *The Tasmanian Experience: Creating Unforgettable Natural Experiences*, Retrieved: 15 August 2008 from http://www.tourism.tas.gov.au/pdf/tasmanianexperiencestrat_web.pdf

UK Government 2005, Retrieved: 15 August 2008 from <http://www.sustainable-development.gov.uk/>

United Nations Division for Sustainable Development 2005, Retrieved: 15 August 2008 from <http://www.un.org/esa/sustdev/documents/agenda21/index.htm>

US National Park Service 2005, Retrieved: 15 August 2008 from <http://www.nps.gov/frontpage/welcome/index.htm>

TEACHING AND LEARNING

Lectures:	15 x 1 15 hours
On-line tutorials:	15 x 1 15 hours
Peer-group discussions:	15 x 1 15 hours
Site visit:	5 x 1 5 hours
Directed Study:	<u>100</u> hours
Total:	150 hours

SCHEME OF WORK

Week	Topic
1	Sustainable Development
2 / 3	Introduction to Tourism & Alternative Forms of Tourism
4	Delivering Tourism Policies at the International Level
5	European Policy Setting : <i>European Charter for sustainable tourism, VISIT, UK & Scottish contexts</i>
6	Economic Impacts of Tourism
7	Online Residential week : <i>Reading Week</i>
8	Linking Policy and Practice: <i>International Ecotourism Standard, Ecotourism association of Australia, Natures Best Sweden, Wild Scotland</i>
9	Issues in Sustainable Tourism and Interpretation 1 : <i>Heritage Conflict – Culloden</i> Essay submitted, 2500 words, (50%) (LO1)
10/11	Issues in Sustainable Tourism and Interpretation 2 : <i>The Natural Environment as a Tool for Sustainable Tourism - USNPS, Sub /Saharan Africa NP, Monterey Aquarium, Mt St Helens</i>
12	Issues in Sustainable Tourism and Interpretation 3 : <i>Indigenous Peoples – Kakadu Australia, Native Americans, Maori, Sami.</i>
13/14	Eco resorts, villages and museums. Compare and contrast UK, European and international case studies
15	Summation and assessment trouble shooting
16	Case Study Report submitted, 2500 words, 50% (LO2,LO3)