

# Sustainable Development IN HOSPITALITY AND TOURISM

## COURSE DESCRIPTION

This course comprehensively introduces the concept and principles associated with sustainable tourism development, emphasizing on tourism impacts, practices of community-based tourism, and strategies to manage natural and cultural resources in a sustainable approach.

### SUSTAINABLE DEVELOPMENT GOALS



## COURSE LEARNING OUTCOMES

After a successful completion of this course, students will be able to:

- Demonstrate a high level of competence in knowledge on principles of sustainable development in tourism and community-based tourism;
- Analyze the socio-cultural, environmental, and economic impacts of tourism;
- Propose appropriate solutions to tourism development and mismanagement of tourism activities;
- Integrate management principles into the context of hospitality and tourism industry to enhance the sustainable and responsible business.

## CLASS TOPICS

- Sustainability and global change
- Triple Bottom Line
- Sustainable Development Goals (SDGs) Responsible Traveler Typology
- Destination and Visitor Management
- Community-Based Tourism for Sustainable Development
- Sustainable Development: Tourism Business Practices
- Corporate Social Enterprises

## TEACHING METHODS

- Lecture
- Discussion
- Case-study
- Group Project
- Field trip

APPLY FOR  
MUIG SUMMER PROGRAM



<https://muic.mahidol.ac.th/eng/study-abroad/short-term-programs/>



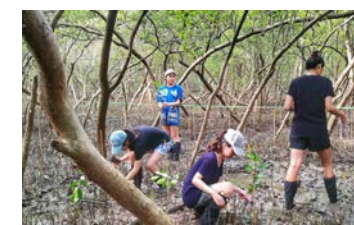
[icia@mahidol.ac.th](mailto:icia@mahidol.ac.th)

## TEACHING MEDIA

- Power Points
- Handouts
- Multimedia resources

## MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Group Project
- Presentation
- Class attendance at 80% of total hours to receive final grade





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Course Code: ICHI 311

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### TQF 3 COURSE SPECIFICATION

#### Section 1 General Information

1. Course code and course title  
    ICHI 311 Sustainable Development in Hospitality and Tourism
2. Number of credits           4(4-0-8)
3. Curriculum and type of subject
  - 3.1 Curriculum           Undergraduate Degree (International Program)
  - 3.2 Type of Subject    Required Course
4. Course Coordinator and Course Lecturer
  - 4.1 Course Coordinator   Laddawan Jianvittayakit
  - 4.2 Course Lecturer     Laddawan Jianvittayakit  
                                  Tourism and Hospitality Management Division  
                                  Email: [laddawan.jia@mahidol.ac.th](mailto:laddawan.jia@mahidol.ac.th)
5. Trimester / year of study
  - 5.1 Trimester            1, 2, and 3 (Summer Session is applicable upon requested)
  - 5.2 Number of students   Approximately 40 students
6. Pre-requisite            -
7. Co-requisite            -
8. Venue of study           Mahidol University International College
9. Date of latest revision   September 2019



## Section 2 Goals and Objectives

### 1. Course Goals

This course comprehensively introduces the concept and principles associated with sustainable tourism development, emphasising on tourism impacts, practices of community-based tourism, and strategies to manage natural and cultural resources in a sustainable approach.

### 2. Objectives of Course Development/Revision

#### 2.1 Course Objectives

At the end of this course, students will be able to:

- 1) Understand the concept and principles of sustainable hospitality and tourism development;
- 2) Recognize socio-cultural, environmental, and economic impacts of tourism at the society levels;
- 3) Identify strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach;
- 4) Integrate management principles into the context of hospitality and tourism industry
- 5) Analyze causes of problem and provide appropriate solutions within the hospitality and tourism context

#### 2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs):

CLO1: Demonstrate a high level of competence in knowledge on principles of sustainable development in tourism and community-based tourism;

CLO2: Analyze the socio-cultural, environmental, and economic impacts of tourism;

CLO3: Propose appropriate solutions to tourism development and mismanagement of tourism activities;

CLO4: Integrate management principles into the context of hospitality and tourism industry to enhance the sustainable and responsible business



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### Section 3 Course Management

1. Course descriptions

Concepts of sustainable development; impacts of global changes in social, environmental, and economic dimensions; Introduction of Global Code of Ethics for Tourism and Sustainable Development Goals; responsible consumer and behaviour; destination and visitor management; community-based tourism management; corporate social enterprises; and hospitality and tourism business practices for sustainable development

2. Credit hours / trimester

Lecture (Hour(s))	Laboratory/field trip/internship (Hour(s))	Self-study (Hour(s))
48 hours (12 hours x 4 weeks)	-	96 hours (24 hours x 4 weeks)

3. Number of hours that the lecturer provides individual counselling and guidance

Consultation Times: Wednesday 10:00 – 12:00 hrs.



### Section 4 Development of Students' Learning Outcome

#### 1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to:

CLO1: Demonstrate a high level of competence in knowledge on principles of sustainable development in tourism and community-based tourism;

CLO2: Analyze the socio-cultural, environmental, and economic impacts of tourism;

CLO3: Propose appropriate solutions to tourism development and mismanagement of tourism activities;

CLO4: Integrate management principles into the context of hospitality and tourism industry to enhance the sustainable and responsible business

#### 2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1	Lecture, Case study, Field trip	Presentation, Group Project
CLO2	Lecture, Case study, Field trip	Presentation, Group Project
CLO3	Lecture, Case study	Presentation, Group Project
CLO4	Lecture, Case Study	Presentation, Group Project

#### 3. TEN CODES OF ETHIC - UNWTO

The principles of the Global Code of Ethics (GCE)

Under THM curriculum, we define the code of ethics into three levels:

- 1) Fundamental rules and regulations- following MUIC students' code of conduct, academic integrity and honesty;
- 2) Professionalism;
  - a. Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
  - b. Specific industry professionalism (Hotel & Restaurant, MICE & Event, Tourism)
- 3) Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions).



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This subject serves code of ethics level 1, 2 and 3 by:

- 1) Ensuring students follow the MUIC students' code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;
- 2) Incorporating in the lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams. Evaluation with clear criteria will be applied.
- 3) The notions of social responsibility, cultural awareness, and sustainable decisions are embedded in the course content as a part of the subject requirement.



### Section 5 Teaching and Evaluation Plans

#### 1. Teaching plan

Week	Topic	Hours	Teaching methods/ multimedia	Instructor
1	<ul style="list-style-type: none"> <li>Sustainability and global change</li> <li>Triple Bottom Line</li> <li>Sustainable Development Goals (SDGs)</li> </ul>	12	Lecture Discussion Video	LWJ
2	<ul style="list-style-type: none"> <li>Responsible Traveller Typology</li> <li>Destination and Visitor Management</li> </ul>	12	Lecture Discussion Case Study Group Project	LWJ
3	<ul style="list-style-type: none"> <li>Community-Based Tourism for Sustainable Development</li> </ul>	12	Lecture Discussion Field trip Group Project	LWJ
4	<ul style="list-style-type: none"> <li>Sustainable Development: Tourism Business Practices (i.e. Hotel, Restaurant, Tour Operator, and Event Organizer)</li> <li>Corporate Social Enterprises</li> </ul>	12	Lecture Discussion Case Study Field trip Group Project	LWJ

#### 2. Plan for Assessing Course Learning Outcomes

##### 2.1 Assessing and Evaluating Learning Achievement

###### a. Formative Assessment

Student learning is monitored throughout the course by providing ongoing feedback to improve their learning. Students will be provided the score feedback of their assignments, midterm examination, and group project in order to help students identify their strengths and weaknesses and target areas that need work.

###### b. Summative Assessment

###### 1) Tools and Percentage Weight in Assessment and Evaluation



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Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO1: Demonstrate a high level of competence in knowledge on principles of sustainable development in tourism and community-based tourism	Presentation	10	20
	Group Project	10	
CLO2: Analyze the socio-cultural, environmental, and economic impacts of tourism	Presentation	10	20
	Group Project	10	
CLO3: Propose appropriate solutions to tourism development and mismanagement of tourism activities	Presentation	10	30
	Group Project	20	
CLO4: Integrate management principles into the context of hospitality and tourism industry to enhance the sustainable and responsible business	Presentation	10	30
	Group Project	20	
Total			100





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**1) Standard Rubric**

**1. Presentation**

**How Assessment Will be Graded**

ASSESSMENT CRITERIA FOR PRESENTATION					
Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Content	Tight and clearly-focused topic; accurate explanation of key concepts and theories; excellent applications of theory; use of accurate information; research from a wide variety of legitimate resources	Topic is adequately focused and relevant; explanation of key concepts and theories are mostly accurate; some good applications of theory; minor inconsistency and inaccuracy in information; research from an adequate amount of legitimate resources	Topic needs more focus; some inaccurate explanation of key concepts and theories; information is presented without establishing links to the thesis; fair amount of inaccuracy in the information; research from a few legitimate resources	Topic lacks relevance and focus; inaccurate or incomplete explanation of key concepts and theories; most information does not support thesis; distractive amount of inaccuracy in information; research lacks legitimate resources	Absence of relevance and focus in topic; no reference is made to literature or theory; information does not support the thesis in any way; highly inaccurate information frequents; no evidence of valid research



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Organization	Extremely well-organized; clear and logical sequence of ideas; the presentation is clear and concise	Generally well-organized; mostly clear and logical order of ideas; the presentation is generally clear and understandable	Somewhat organized; a few ideas are not presented in proper order; some parts of the presentation may be wordy or unclear	Poor organization; many ideas are not presented in proper order; the presentation are wordy or unclear	Absence of organization; a lack of proper sequence of ideas; the presentation is not intelligible
Delivery	Maintain good eye contact throughout; positively confident presence; very good voice level; clear articulation and proper language	Maintain reasonable eye contact; reasonably confident presence; voice level is mostly good; speaks with satisfactory pronunciation	Occasional lapses in eye contact; lack of confidence at times; weak delivery a few parts of the presentation unclear; unclear diction with occasional fillers	Poor eye contact; weak presence; poor delivery makes some parts of the presentation difficult to understand; diction, and use of slang prevents the audience from understanding the presentation	Lack of eye contact; lack of presence; voice level is almost inaudible; bad articulation, slangs or fillers make the presentation difficult to understand



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## 2. Group Project

### How Assessment Will Be Graded

ASSESSMENT CRITERIA FOR GROUP PROJECT					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
<b>Organization</b>	<b>Very well-organized</b> , complete and factual, correctly formatted	<b>Well-organized</b> , mostly complete and factual, very few errors in format	<b>Fairly well-organized</b> , generally complete and factual, a few errors in format	<b>Poorly organized</b> , lacking significant factual information, several errors in format.	<b>Badly organized</b> , lacking factual information, many errors in format.
<b>Process</b>	<b>Clear and extensive</b> discussion of issues and challenges, resulting in comprehensive understanding of the principles of sustainable development in the international hospitality industry.	<b>Thorough</b> discussion of issues and challenges, resulting in very good understanding of the principles of sustainable development in the international hospitality industry.	<b>Satisfactory</b> discussion of issues & challenges, resulting in reasonable understanding of the principles of sustainable development in the international hospitality industry.	<b>Basic</b> or no discussion of issues & challenges, resulting in poor understanding of the principles of sustainable development in the international hospitality industry.	<b>No</b> discussion of issues & challenges, resulting in very poor understanding of the principles of sustainable development in the international hospitality industry.
<b>Application</b>	<b>Critically evaluated</b> and successfully applied concepts in solving a real-life problem	<b>Evaluated</b> and applied concepts in solving a real-life problem	<b>Satisfactorily evaluated</b> and applied concepts in solving a real-life problem	<b>Poorly</b> applied concepts in solving a real-life problem	<b>Unable to apply</b> concepts to resolve a problem
<b>Analytical skills</b>	Recommendation is <b>very clear</b> and very well-supported by factual arguments.	Recommendation is <b>clear</b> and well-supported by factual arguments.	Recommendation is <b>reasonably clear</b> and is satisfactorily supported by factual arguments.	Recommendation is <b>unclear</b> and mainly supported by opinions.	Recommendation is very <b>unclear</b> and supported by opinions.



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<b>Teamwork</b>	All group members <b>fully and actively involved</b> in research, planning, organization, and presentation.	All group members <b>actively involved</b> in research, planning, organization, and presentation.	All members <b>involved</b> in most group activities.	<b>Inconsistent effort</b> by group members.	<b>Poor effort</b> by group members.
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## 2) Grading System

For Grade A - F <b>Grade</b>	<b>Achievement</b>	<b>Final Score (%) Range)</b>	<b>GPA</b>
A	Excellent	90-100	4.0
B+	Very good	85-89	3.5
B	Good	80-84	3.0
C+	Fairly good	75-79	2.5
C	Fair	70-74	2.0
D+	Poor	65-69	1.5
D	Very Poor	60-64	1.0
F	Fail	Less than 60	0.0

## 3) Student Appeals

Follow MUIC appeal procedures.



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## Section 6 Teaching Materials and Resources

### 1. Texts and main documents

#### *Books*

- Dodds, R., & Butler, R. (Eds.). (2019). *Overtourism: Issues, realities and solutions* (Vol. 1). De Gruyter Oldenbourg.
- Sachs, J. D. (2015). *The age of sustainable development*. Columbia University Press.
- Herremans, I.M. (Ed.). (2006). *Cases in Sustainable Tourism: An Experiential Approach in Making Decisions*. New York: Haworth Hospitality Press.
- Liburd, J. and Edwards, D. (2010). *Understanding the sustainable development in tourism*. Oxford: Goodfellow.
- Macool, S.F. & Moisey, R.N. (2001). *Tourism, Recreation and Sustainability: Linking Culture and Environment*. New York: CABI.
- Middleton, V.T.C. and R. Hawkins. (1998). *Sustainable Tourism: A Marketing Perspective*. Oxford: Butterworth Heinemann.
- Mowforth, M. and Munt, I. (2016). *Tourism and Sustainability: Development, Globalization and New Tourism in the Third World*. London: Routledge.
- Page, S. (2004). *Tourism Management: managing for change*. London: Butterworth-Heinemann.
- Redclift, M. (2002). *Sustainable development: Exploring the contradictions*. Routledge.
- Sharpley, R. (2009). *Tourism development and environment: beyond sustainability?* London: Earthscan.
- Sloan, P., Legrand, W. and Chen, J. S. (2013). *Sustainability in the hospitality industry*. (2<sup>nd</sup> Ed.). London: Routledge
- Weaver, D. B. (2006). *Sustainable tourism: theory and practice*. Oxford: Elsevier Butterworth-Heinemann.

### 2. Documents and important information

- Global Code of Ethics for Tourisms  
<http://ethics.unwto.org/content/global-code-ethics-tourism>
- Global Sustainable Tourism Criteria  
<https://www.gstcouncil.org>
- Sustainable Development Goals  
<https://sustainabledevelopment.un.org/sdgs>



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### **3. Documents and recommended information**

- (1) Writings, articles and news from textbooks, professional journals and newspapers
- (2) Students' work
- (3) Assessment Criteria for evaluations



### **Section 7 Evaluation and Improvement of Course Management**

1. Strategies for effective course evaluation by students
  - 1) Lecturer's ability to explain concepts and content of the course
  - 2) Lecturer's ability to gain class participation from students
  - 3) Student evaluation
  - 4) Students' successful completion of the course
2. Evaluation strategies in teaching methods
  - 1) Student feedback
  - 2) Students' class participation
3. Improvement of teaching methods
  - 1) Keep getting feedback from students
  - 2) Self-observation in class
4. Evaluation of students' learning outcome
  - 1) Participation in class and group discussion
  - 2) Assignments
  - 3) Presentations
  - 4) Examinations
5. Review and improvement for better outcome  
Sharing and discuss among colleagues (other lecturers) within and outside the same college  
to seek for new ideas or teaching/learning techniques