

IO2 'How To' Course Template

Module 7: Environmental Sustainability Approaches in Rural Tourism (MMS)

The Module at a glance:

Module title:	Environmental Sustainability <i>Focus on Rural Tourism SMEs in Europe</i>
Teaching hours:	<ul style="list-style-type: none"> • 1-hour introduction to the project and the purpose of the modules etc • 5 hours for the Module delivery • 2 hours for quizzes • 4 hours for research and reading • 3 hours for the case studies
Mode of delivery	<ul style="list-style-type: none"> • Online • Blended
Learning materials Planned types, learning activities, and teaching methods:	<ul style="list-style-type: none"> • Online learning materials • PPT presentation • Case studies
EQF level:	3-4
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Learn how to become a future game changer in rural tourism by learning the key reasons to integrate environmentally sustainable tourism practices • Understand the opportunities and increase your knowledge by learning from market leaders and best practice • Learn how to get your visitors involved by building their awareness and setting up responsible activities • Learn how to collaborate with your staff so you work as an informed, aware team to deliver the best possible business solutions

	<ul style="list-style-type: none"> Develop and implement customized, cost effective, priority-driven checklists and solutions
Language of the course:	English
Detailed content for the topic/subject	<ol style="list-style-type: none"> Defining Environmentally Sustainable Tourism The Main Goals of Sustainable Tourism Identified by International and European Environmental Tourism Organisations Implementation: How to Prioritise and Implement Sustainable Environmental Cultural and Heritage Activities into a Tourism Business How to Avoid Failing Implementing Environmental Tourism

The units forming the course syllabus:

Topic/Subject	Contents/main points
	<p>The ambition of this module is to demonstrate to rural tourism entrepreneurs inclusive of culture, heritage, or nature-based tourism, how to implement environmentally sustainable principles and initiatives in their current and future SME businesses. This module demonstrates management practices, support systems, and solutions in a practical and demonstrative way so rural tourism entrepreneurs can safeguard long-term sustainability and competitiveness in the European tourism landscape. Successful long-term sustainable tourism development requires an established balance between three key dimensions; environmental, economic, and socio-cultural, this module focuses on the environmental dimensions and solutions so businesses can realize the opportunities and recoup the benefits.</p> <p style="text-align: center;">○</p>