



## SYLLABUS OF THE EDUCATIONAL DISCIPLINE

### "MANAGEMENT OF SUSTAINABLE DEVELOPMENT OF THE TOURISM INDUSTRY"

The component of the educational program is *optional* (4 credits)

<b>Educational and professional program</b>	"Management of the tourism industry"
<b>Specialty</b>	D3 "Management"
<b>Field of knowledge</b>	D "Business, Administration and Law"
<b>Level of higher education</b>	the second (master's)
<b>The language of instruction</b>	English
<b>Teacher profile(s)</b>	Tsependa Mykola Mykhailovych, assistant professor of the Department of Economic Geography and Environmental Management, candidate of geographical sciences, associate professor <a href="https://ecogeo.chnu.edu.ua/spivrobotnyky/profeso-rsko-vykladatskyi-sklad/tsependa-mykola-mykhailovych/">https://ecogeo.chnu.edu.ua/spivrobotnyky/profeso-rsko-vykladatskyi-sklad/tsependa-mykola-mykhailovych/</a>
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<b>Course page in Moodle</b>	<a href="https://moodle.chnu.edu.ua/course/view.php?id=5553">https://moodle.chnu.edu.ua/course/view.php?id=5553</a>
<b>Consultations</b>	on Tuesday`s from 12:00 to 13:00

#### ABSTRACT OF THE EDUCATIONAL DISCIPLINE

"Management of sustainable development of the tourism industry" explores the unique conditions necessary for sustainable development within the tourism sector. It covers essential theoretical knowledge and practical competencies for effectively developing the tourist services market. Students will be introduced to the conceptual foundations of tourism management, including market mechanisms and models of economic growth and sustainable development in a competitive environment.

The goal of the discipline is to foster knowledge and systematic thinking regarding the theoretical, methodological, and applied aspects of sustainable tourism development. This is based on dialectical, systemic, and functional approaches. Students will also familiarize themselves with the scientific principles behind implementing sustainable development in society and the harmonization of relationships within the "ecology-economy-society" triangle.

## EDUCATIONAL CONTENT OF THE EDUCATIONAL COMPONENT

<b>MODULE 1</b>	
<b>Topic 1</b>	Introduction to the course. Sustainable development: essence, specificity of interpretation, basic principles
<b>Topic 2</b>	Sustainable tourism: essence, evolution, indicators
<b>Topic 3</b>	Greening of tourist activity and tourism management system
<b>Topic 4</b>	The main ways of implementing greening in tourism
<b>MODULE 2</b>	
<b>Topic 5</b>	Features of environmentalization of the main types of tourism
<b>Topic 6</b>	Management of over- and undertourism
<b>Topic 7</b>	Environmental certification of territories and objects of tourist activity
<b>Topic 8</b>	A methodological toolkit for the formation of strategies for the development of tourism business entities based on the principles of sustainable development

### FORMS, METHODS AND EDUCATIONAL TECHNOLOGIES OF TEACHING

**Forms of study.** The study of the discipline is carried out through lectures, which examine the theoretical foundations of sustainable tourism development, and practical classes devoted to the analysis of management models, assessment of the environmental, social and economic impact of tourism activities. Considerable attention is paid to the independent work of students with scientific literature, international documents (UN declarations, UNESCO programs, materials of the World Tourism Organization), electronic resources and analytical reports on sustainable development.

**Teaching methods.** In the process of studying the course, the explanatory and illustrative method (presentation of theoretical provisions and modern concepts), problem-solving (analysis of real cases of sustainable management of tourist destinations), practical (calculation of sustainable development indicators, work with indicators and statistics), comparative (comparison of management models in different countries and regions), modeling method (students create scenarios for tourism management) and project method (development of sustainable development programs for specific tourism enterprises or territories) are used.

**Educational technologies.** The educational process uses multimedia presentations, electronic educational resources, online databases (UNWTO, Eurostat, State Statistics Service of Ukraine), software tools for statistical analysis and forecasting (MS Excel, Google Sheets), services for visualization and teamwork (Canva, Google Drive). To support the educational process, the Moodle distance learning system and online testing are used to test knowledge and involve

students in discussions.

## FORMS AND METHODS OF CONTROL AND EVALUATION

**Current control:** oral survey, essay, practical work, testing, thematic and modular control work.

**Final control** – credit.

## CRITERIA FOR ASSESSMENT OF LEARNING RESULTS

Evaluation of program learning outcomes of education seekers is carried out according to the European Credit Transfer System (ECTS) scale.

The criterion for successful evaluation is the achievement by the student of higher education of the minimum threshold levels (points) for each planned learning outcome.

## ACADEMIC INTEGRITY POLICY

Compliance with the policy on academic integrity by participants in the educational process when studying an academic discipline is regulated by the following documents:

- ✓ "Ethical Code of Yuri Fedkovich Chernivtsi National University" <https://www.chnu.edu.ua/media/jxdfs0zb/etychnyi-kodeks-chernivets-koho-natsionalnoho-universytetu.pdf>;
- ✓ "Regulations on detection and prevention of academic plagiarism at Yuriy Fedkovich Chernivtsi National University" [https://www.chnu.edu.ua/media/vupnho4k/polozhennya-pro-zapobihannia-plahiatu\\_2024.pdf](https://www.chnu.edu.ua/media/vupnho4k/polozhennya-pro-zapobihannia-plahiatu_2024.pdf).

## INFORMATION RESOURCES

1. Гапоненко Г. І., Василенко А. В. Over- та under-tourism як взаємозалежні явища сучасного глобалізованого світу. Проблеми економіки. 2020. №1. С. 6–12. URL: <https://doi.org/10.32983/2222-0712-2020-1-6-12>.
2. Критерії Глобальної ради зі сталого розвитку туризму. URL: <https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria>
3. Осітнянко Д. О., Примак Т. Ю. Впровадження принципів сталого розвитку в туристичній індустрії. Ефективна економіка. 2020. № 1. – URL: <http://www.economy.nayka.com.ua/?op=1&z=7612> (дата звернення: 16.12.2021). DOI: [10.32702/2307-2105-2020.1.152](https://doi.org/10.32702/2307-2105-2020.1.152).
4. Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of Sustainable Tourism*, 11(6), 459-475. <https://doi.org/10.1080/09669580308667216>
5. Melissen, F., Koens, K., Brinkman, M. & Smit, B. (2016). Sustainable development in the accommodation sector: A social dilemma perspective. *Tourism Management Perspectives*, 20, 141-150. <https://doi.org/10.1016/j.tmp.2016.07.008>
6. Pan, S.-Y., Gao, M., Kim, H., Shah, K.J., Pei, S.-L. & Chiang, P.-C. (2018). Advances and challenges in sustainable tourism toward a green

- economy. *Science of The Total Environment*, 635, 452-469. <https://doi.org/10.1016Zj.scitotenv.2018.04.134>
7. Saarinen, J. (2006). Traditions of sustainability in tourism studies. *Annals of Tourism Research*, 33(4), 1121-1140. <https://doi.org/10.1016Zj.annals.2006.06.007>
  8. Schianetz, K. & Kavanagh, L. (2008). Sustainability indicators for tourism destinations: A complex adaptive systems approach using systemic indicator systems. *Journal of Sustainable Tourism*, 16(6), 601-628. <https://doi.org/10.1080/09669580802159651>

***Detailed information on the educational discipline "Management of sustainable development of the tourism industry" is covered in the presentation***  
***([link to the presentation, which is an announcement about the selection of students](#))***