

# SUSTAINABLE TOURISM

**UNIT CODE: TO/CU/TG/CC/03/4/A**

## RELATIONSHIP TO OCCUPATIONAL STANDARDS

This unit addresses the Unit of Competency: Sustainable Tourism

**DURATION OF UNIT:** 30 hours

## UNIT DESCRIPTION

This unit describes the competencies required to promote sustainable tourism. It involves developing and implementing a sustainable tourism management system, monitoring the implementation of a sustainable tourism management system and preparing reports on sustainable tourism.

## SUMMARY OF LEARNING OUTCOMES

1. Develop a sustainable tourism management system
2. Implement sustainable tourism management system
3. Monitor implementation of sustainable tourism management system
4. Prepare reports on sustainable tourism

## LEARNING OUTCOMES, CONTENT AND METHODS OF ASSESSMENT

Learning Outcome	Content	Methods of assessment
1. Develop a sustainable tourism management system	<p>Theory:</p> <ul style="list-style-type: none"><li>• Principles of sustainable tourism</li><li>• Sustainable tourism in relation to tour and travel operations</li><li>• Components of a sustainable tourism management system</li><li>• Analysis, evaluation and selection of components of sustainable tourism management</li><li>• Establishment of sustainable tourism management system</li></ul> <p>Practice:</p> <ul style="list-style-type: none"><li>• Design a sustainable tourism management system</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Written</li><li>• Oral</li><li>• Third party report</li></ul>

<p>2. Implement sustainable a tourism management system</p>	<p>Theory:</p> <ol style="list-style-type: none"> <li>a. Development of sustainable implementation plans</li> <li>b. Communication of the sustainable tourism management system to stakeholders</li> <li>c. Socio-economic benefits of sustainable tourism to local communities</li> <li>d. Preservation of cultural and religious heritage</li> <li>e. Environmental impacts</li> <li>f. Customer satisfaction and sustainable tourism</li> </ol> <p>Practice</p> <ul style="list-style-type: none"> <li>• Implement sustainable tourism management system (case study)</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written</li> <li>• Oral</li> <li>• Third party report</li> </ul>
<p>3. Monitor implementation of sustainable tourism management system</p>	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Development of sustainable tourism management system monitoring tools</li> <li>• Monitoring and reviewing implementation plans</li> <li>• Monitoring socio-economic benefits to local communities</li> <li>• Monitoring preservation of cultural and religious heritage</li> <li>• Environmental Impact Assessment</li> <li>• Monitoring customer satisfaction</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Develop monitoring and evaluation tool</li> <li>• Carry out impact assessment (case study)</li> </ul>	<ul style="list-style-type: none"> <li>• Oral</li> <li>• Observation</li> <li>• Written</li> <li>• Third party report</li> <li>• Case study</li> </ul>

4. Prepare reports on sustainable tourism	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Preparation of sustainable tourism management reports</li> <li>• Evaluation and dissemination of sustainable tourism management reports</li> <li>• Implementation of report recommendations</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Develop a report on sustainable tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Oral</li> <li>• Observation</li> <li>• Written</li> <li>• Third party report</li> </ul>
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### Suggested Methods of Instruction

- Instructor lead facilitation of theory
- Practical demonstration of tasks
- Practice by trainee
- Simulation/Role play
- Group Discussion

### List of Recommended Resources

<ul style="list-style-type: none"> <li>• Computers</li> <li>• Reservation systems</li> <li>• Telephones</li> <li>• Office stationery</li> <li>• Standard operating procedures</li> <li>• Sample strategic plan</li> <li>• Sample key performance indicators</li> <li>• Communication policy</li> <li>• Sustainable tourism management policy</li> </ul>	<ul style="list-style-type: none"> <li>• Legal and statutory requirements</li> <li>• Lists of tour product quality standards</li> <li>• Sample tour office operation reports CITES</li> <li>• National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards</li> <li>• Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011]</li> <li>• The Occupational Safety and Health Act, 2007</li> <li>• Cosumer protection Act 2012</li> <li>• EMPLOYMENT ACT 2007</li> <li>• EMCA 1999</li> <li>• Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]</li> </ul>
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