SUSTAINABLE TOURISM

UNIT CODE: TO/CU/TM/CR/10/6/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Promote sustainable tourism

Duration of Unit: 150hours

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

Summary of Learning Outcomes
1. Develop 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 sustainable tourism management system	Theory: • Principles of sustainable tourism • Sustainable tourism in relation to tour and travel operations • Components of a sustainable tourism management system • Analysis, evaluation and selection of components of sustainable tourism management • Establishment of sustainable tourism management system Practice: • Design a sustainable tourism management system	Observation Written Oral Third party report

2. Implement sustainable tourism management system	Theory: • Development of sustainable implementation plans • Communication of the sustainable tourism management system to stakeholders • Socio-economic benefits of sustainable tourism to local communities • Preservation of cultural and religious heritage • Environmental impacts • Customer satisfaction and sustainable tourism Practice • Implement sustainable tourism management system(case study)	Observation Written Oral Third party report
3. Monitor implementation of sustainable tourism management system	Theory: • Development of sustainable tourism management system monitoring tools • Monitoring and reviewing implementation plans • Monitoring socio-economic benefits to local communities • Monitoring preservation of cultural and religious heritage • Environmental Impact Assessment • Monitoring customer satisfaction Practice: • Develop monitoring and evaluation tool • Carry out impact assessment (case study)	Oral Observation Written Third party report Case study

4. Prepare reports on sustainable tourism	Theory: • Preparation of sustainable tourism management reports • Evaluation and dissemination of sustainable tourism management reports • Implementation of report recommendations Practice: • Develop a report on sustainable tourism	Oral Observation Written Third party report

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

• Computers • Reservation systems • Telephones • Office stationery • Standard operating procedures • Sample strategic plan • Sample key performance indicators • Communication policy • Sustainable tourism management policy • UN sustainable development goals	• Legal and statutory requirements • Lists of tour product quality standards • Sample tour office operation reports CITES • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]