UNIVERSITÀ CATTOLICA del Sacro Cuore

Sustainable Tourism Lab

Prof. MARCO MINCIULLO

Description

Tourism industry is around $7.7 trillion all over the world, moving around 960 million people internationally in 2022. For many countries, tourism industry has become one of the main sources of income. However, the impact on local economies and communities, so as the environmental and social impact of the mobility are significant. Sustainable tourism aims to minimize the negative impacts of tourism and maximize the positive ones, promoting responsible development of the sector. One of the most promising perspectives for achieving a better use of resources and reducing the impact of the industry is the one proposed by circular economy. By approaching sustainable tourism through the analysis of key concepts and significant case studies, this course is aimed at analyzing the tourism sector under the lenses of sustainability and circular economy, and to bring the change in the businesses that are promoted in the UN Sustainable Development Goals. These ambitious and engaging goals will be supported by practicing some key tools in order to prepare a proposal for a sustainable tourism initiative in the Sustainable Tourism Lab.

The main goals of this course are the following:

- Provide students with an in-depth understanding of the principles of sustainable tourism management
- Develop students' skills to critically analyze the positive and negative impacts of tourism activities through case study analysis and labs.
- Foster understanding and application of the main tools and techniques for planning and managing sustainable tourism initiatives.
- Raise students' awareness of the importance of sustainable tourism for environmental protection, local development, and community well-being.

Course contents

Tourism management, Sustainable tourism, Sustainable mobility.

Prerequisites

There are no prerequisites, but it is strongly recommended to attend in parallel the “Green Management & Sustainability” course.

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Methods of instruction

The course will imply different methods:

- Lectures
- Case-study analyses
- Group assignments
- Labs
- Fieldtrips

Course requirements

- Students are expected to regularly attend class sessions and to actively take part in class to debates and case discussions.
- Each student is expected to deliver the tasks/readings assigned (individually or in group) before class.

Credits

6 ECTS

Grading

Class participation	15% of final grade
Lab Mid-term assignment	20% of final grade
Lab Final assignment	30 % of final grade
Final exam	35% of final grade

Course readings and materials

Readings will be provided on Blackboard at the beginning of the course.
Teaching materials will be provided after each class.

Reference Texts
Koščak, M., & O'Rourke, T. (Eds.). (2023). *Ethical and responsible tourism: managing sustainability in local tourism destinations*. Taylor & Francis.

Online Resources
World Tourism Organization (UNWTO): https://www.unwto.org/
SDGs for Tourism: https://tourism4sdgs.org/
Global Sustainable Tourism Council (GSTC): https://www.gstcouncil.org/

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Program Overview

Module 1:

- Introduction to tourism industry and sustainable tourism
- Destination management and stakeholders in the tourism industry
- Triple bottom-line approach to tourism
- Definitions of Sustainable Tourism Management

Module 2:

- Sustainable practices in tourism
- Sustainable mobility practices
- Sustainable labels and certifications in tourism industry
- Design Sustainable Tourism Experiences

Instructor bio

Marco Minciullo, Ph.D. in Management, is currently Assistant Professor of Strategy at Università Cattolica del Sacro Cuore in Milan (Italy), where he teaches “Business Strategy”, “Corporate Strategy”, “Strategies for Emerging Technologies” and “Green Management & Sustainability”. He is also Researcher at ALTIS-Graduate School of Sustainable Management, and Visiting Researcher at University of California – Irvine (USA). He has been visiting scholar in Sweden, Portugal, India and Mozambique. His research interests are mainly related to the integration of Sustainability in Strategy and Corporate Governance, and his professional expertise includes avation and hotel management.

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