UNIVERSITÀ CATTOLICA del Sacro Cuore

Sustainable Tourism Lab

PROF. **MARCO MINCIULLO**

Area of study:	Business and Economics
Course Code:	ZXW440
Method of Instruction:	In-person

Description

Tourism connects businesses, visitors and communities across the world. It can support livelihoods and cultural exchange, while also adding pressure to ecosystems, infrastructure, housing and local services. This course gives students practical ways to understand those trade-offs and shape tourism initiatives that create lasting value for destinations and the people who live there.

This is a project-based lab. Students are not only expected to learn about sustainable tourism; they are expected to practice designing it. Over the course, students will work in team during each class to identify real challenges and opportunities in a destination or tourism business, to select an opportunity and develop it into a sustainable tourism initiative.

What you will learn
• Explain sustainable tourism using environmental, social, cultural and economic perspectives.
• Map stakeholders, tourism flows and impacts across a destination and its value chain.
• Assess practical responses to climate risk, emissions, resource use, visitor pressure and seasonality.
• Use sustainability criteria and evidence to compare tourism practices, labels and initiatives.
• Develop and communicate a feasible tourism intervention with outcomes that can be monitored.

Course contents

- Tourism management (destinations, visitor flows, stakeholders benefits and costs of tourism).
- Environmental and social issues of tourism
- Sustainable tourism opportunities
- Design Sustainable Tourism initiatives

Prerequisites

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

Methods of instruction

The course will imply different methods:

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

Course Requirements

Students are expected to:

- Regularly attend class sessions and actively take part in class debates and case discussions.
- Deliver the tasks assigned before class.
- Read materials indicated before the class.

Credits

6 ECTS

Grading

Lab Mid-term Individual assignment	10% of final grade
Lab Final Group assignment	40 % of final grade
Final exam	30% of final grade
Participation	20% 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/

Instructor Bio

Marco Minciullo, Ph.D. in Management, is Associate 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 "Business & Society", 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.

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