Sustainable Tourism Lab

Dott. VITTORIO CAPITANI

Area of study:	Business and Economics
Area Code:	IB/CM380
Method of Instruction:	In-person

Description

The tourism industry is worth around $7.7 trillion all over the world, moving around 960 million people internationally in 2022. For many countries, the tourism industry has become one of the main sources of income. However, the impact on local economies and communities, that is, the 'environmental and social impact' of 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 and circular economy.
- Develop students' skills to critically analyze the different aspects of sustainable tourism and circular economy 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 and circular economy for environmental protection, local development, and community well-being.

Course contents

Tourism management, sustainable tourism, circular economy.

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
- − Field trips

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 groups) before class.

Credits

6 ECTS

Grading

Class attendance and 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/

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:
- • Circular economy principles
- • Circular practices in tourism

- Labels and certifications in tourism industry for circular economy
- Organizing circular initiatives in tourism industry
- Communicating circular initiatives in tourism industry
- Monitoring and Reporting circular initiatives

Instructor bio

Vittorio Capitani is a 3rd year PhD Candidate in Management and Innovation at Università Cattolica del Sacro Cuore in Milan, Italy. He is also a Research Fellow at ALTIS (Graduate Business School of Business and Society) – Università Cattolica del Sacro Cuore. His main research interests revolve around circular economy, environmental and social innovation. In 2024, he was visiting scholar at the Center for Technology and Innovation Research at Tampere University, in Finland.

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