

COURSE SYLLABUS

Course title: Sustainability in tourism organizations

Study programme and level: Tourism Enterprise Management, 1st / Bachelor's degree study programme

Content (Syllabus outline):

- Sustainability in tourism organizations
 - Socio-cultural impacts
 - Environmental impacts
 - Economic impacts
- Sustainability drivers in tourism organizations
 - Situational drivers
 - Organizational drivers
 - Personal drivers
- Demand and supply regulation
 - Soft regulation
 - Hard regulation
- Supply side regulation
 - Certification standards and schemes
- Demand side regulation
 - Informing
 - Adapting
 - Nudging
- Izzivi
 - Measurements
 - Technology
 - Social climate