

Identification	Subject	THM 302 Sustainable Tourism-3KU/6ECTS	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2026	
	Instructor	Gunash Zalova	
	Email	zalova.gunash@khazar.org	
	Classroom/hours		
Prerequisites	THM 105 Tourism Geography		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<i>Core textbook:</i> Alexandra Coghlan — <i>An Introduction to Sustainable Tourism</i> (2023)		
Course outline	This course provides a comprehensive academic introduction to the principles, theories, policies, and practices of sustainable tourism. It examines tourism as a multidimensional phenomenon and explores its environmental, economic, socio-cultural, and institutional dimensions. Particular attention is given to the relationship between tourism development and sustainable development, including the responsible management of natural and cultural resources, community participation, destination governance, and the long-term resilience of tourism destinations.		
Course objectives	The course critically evaluates both the positive and negative impacts of tourism and introduces students to contemporary approaches to sustainable destination management. Key topics include sustainable tourism planning, carrying capacity, ecotourism, responsible tourism, community-based tourism, sustainable mobility, climate change, biodiversity conservation, cultural heritage management, stakeholder engagement, and sustainable tourism indicators. The course also considers international frameworks and global sustainability agendas relevant to tourism development.		
Learning outcomes	• Define and critically discuss the fundamental concepts, principles, and theories of sustainable tourism. • Explain the relationship between sustainable tourism and sustainable development. • Analyzes the environmental, economic, and socio-cultural impacts of tourism. • Evaluate the sustainability performance of tourism destinations and tourism-related businesses. • Apply principles of sustainable tourism planning and destination management. • Identify major environmental and socio-cultural challenges associated with contemporary tourism development.		
Teaching methods	Case analysis/ Exercises/Assignments		X
	Group discussion		X
	Lecture		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5
	Group project		10
	Quizzes		10
	Final Exam	TBA	40
	Total points		100

Policy	Attendance. Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc.) are required to inform the instructor. Activity. Activity is important for doing well in the course. Students will be graded for your active engagement with the material and your peers. The good research work, activity and participation will account for 5 % of the total course grade. Quizzes: There will be two quizzes throughout the course. The quizzes might be made of multiple-choice questions, true/false questions, and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points. Group Project: There will be a project. A situation will be given to students; a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. If it is a project, it will be graded individually. Academic Dishonesty: Students are expected to conduct themselves in a professional manner. Academic dishonesty such as plagiarism and cheating will not be tolerated. Therefore, students are expected to be honest and ethical in their academic work. Cases of academic dishonesty will be immediately reported to the Director's office for disciplinary action. Cheating/plagiarism. Academic integrity is fundamental to the activities and principles of a university. Breaches of the academic integrity will lead to assignment cancellation. When in doubt about plagiarism or any other form of cheating, consult the course instructor. Use of AI – Permitted for partial use only. You may use it to better understand the topic, map out the structure, and brainstorm ideas for your group project.
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Tentative Schedule

Week	Date/D ay	Topics	Textbook/ Assignments
1		Introduction to sustainable tourism	Alexandra Coghlan — An Introduction to Sustainable Tourism (2023)
2		The essence and goals of the sustainable development concept	Alexandra Coghlan — An Introduction to Sustainable Tourism (2023)
3		Main principles of sustainable tourism	David A. Fennell & Chris Cooper — Sustainable Tourism: Principles, Contexts and Practices (2020)
4		The place and importance of sustainable tourism in the sustainable development concept	Alexandra Coghlan — An Introduction to Sustainable Tourism (2023)

5		Types of sustainable tourism. Quiz 1	David A. Fennell & Chris Cooper — Sustainable Tourism: Principles, Contexts and Practices (2020)
6		Green tourism and its development	Alexandra Coghlan — An Introduction to Sustainable Tourism (2023)
7		Organization of ecotourism in specially protected areas and national parks	David A. Fennell & Chris Cooper — Sustainable Tourism: Principles, Contexts and Practices (2020)
8		Mid-term Exam	
9		Organization of marketing and SMM in ecotourism	Coghlan, A. (2023) — An Introduction to Sustainable Tourism
10		Tourism activities related to ensuring the sustainability of cultural heritage and culture	Coghlan, A. (2023) — An Introduction to Sustainable Tourism
11		Opportunities for the use of UNESCO cultural heritage in sustainable tourism	Coghlan, A. (2023) — An Introduction to Sustainable Tourism
12		Measures and laws related to the development of sustainable tourism	Karanovic et al. — Tourism Management and Sustainable Development (2021)
13		Sustainable tourism development strategy in Azerbaijan	David A. Fennell & Chris Cooper — Sustainable Tourism: Principles, Contexts and Practices (2020)
14		Artificial Intelligence (AI) for Sustainable Tourism Product Development Quiz 2	Karanovic et al. — Tourism Management and Sustainable Development (2021)
15		Regenerative Tourism: From Sustainable Development to the Restoration of Destinations. Preparation for exam.	Revision David A. Fennell & Chris Cooper — Sustainable Tourism:
		Final Exam	