

# **International Project Management: Educating for Sustainable Tourism in Less Developed Countries**

## **Description of Course**

The course will begin with an introduction to the field of Sustainable Tourism (ST) by sketching out important landmarks and discussing the various issues, concepts, theories, and approaches in the field. This part of the course will provide the context and will serve as a departure point for more focused research in the field. In the second part of the course, students will have the opportunity to contribute to an international development project in the field of ST. This objective of this proposed project is to design and implement a ST study programme based on the German dual study model for a less developed country (LDC). The idea for this project originated from an Erasmus project currently being conducted in the Tourism Management Department of the DHBW Lörrach (LaTFURE). Students will be required to conduct in-depth research to identify which LDC in Africa would be best suited for the future ST project, and will furthermore suggest recommendations for ST curricula based on their research findings. In the third part of the course, students will make formal presentations of their findings. The course will conclude with a comparative analysis of the profiled countries and a recommendation of a LDC for the proposed project.

## **Language**

As English is the lingua franca of most international development organizations, this course will be held in English. Students will have the opportunity to apply and improve their English written and oral language skills.

## **Learning Outcomes**

By the end of the course, students will be able to:

- recognize the importance of ST in development work
- identify potential fields for future professional work
- understand how to conduct research on an international level
- demonstrate the ability to collect, compare and analyze relevant data
- present in written and oral form findings of research in English
- apply teamwork and project coordination skills

## **Grading**

Presentation 50%, research paper 50%.

## **Course Content**

### Part I: Introduction and Foundations of Sustainable Tourism Management

In the form of flipped classroom, lectures, and video clips, students will be introduced to the field of ST. The course is structured around a three-pronged approach to sustainable tourism which entails exploring the economic, socio-cultural, and environmental impacts of tourism at the community, regional, as well as national and international levels. Furthermore, strategies, tools, and techniques developed to manage and measure sustainable tourism in destinations will be discussed.

### Part II: Independent Research

Working in three groups, students will collect information on one of three African countries that will form the foundation for the choice of LDC for the proposed ST project. In addition to providing contextual information, this research should provide data that is relevant for the objectives of the project, i.e. factors that could impact on the success of implementing a ST study programme in the profiled country.

This research should include (but is not restricted to) the following categories:

*1. General information:*

- culture
- geography
- history
- demographics
- economy
- politics
- tourism industry
- education

Please also include this specific data (most current available):

*2. Education*

- compulsory education duration
- high school enrollment
- literacy rate
- college/university education (% of government spending and GDP)
- primary/secondary/tertiary school enrollment
- male/female ratio in tertiary education

*Economic Indicators*

- economic growth
- GDP per capita
- Human Development Index (HDI)
- external debt
- openness to trade
- unemployment rate
- taxes on international trade
- interest rates
- inflation rate

*Infrastructure*

- number of internet users
- rail and road quality
- air transport
- mobile network coverage
- energy generation (renewable, electricity, etc)
- population access to energy

*Governance and Political System*

- rule of law (what laws exist and how well they are enforced)
- government effectiveness (quality of government services)
- control of corruption
- political stability
- war risk

*Health/Demographics*

- health spending per capital/per GDP
- life expectancy
- globalization (economic, political, social)
- crime rates (homicides, kidnappings, robberies)
- % of population age 65 and above
- international aid received/in which sectors

*Tourism Sector*

- relative importance of industry for economy
- contribution to GDP
- employment in industry
- international tourist arrivals/receipts
- forecasts/trends
- types of tourism/niches/etc

### Part III: Presentation and Analysis of Research Findings

*Presentations:* Students will present in detail the findings of their research. Each group will make six presentations of the respective country of 15-20 minutes in length. All presentations should be team-coordinated, non-repetitive, and in the same presentation format and software (e.g. Prezi or PowerPoint). All students should participate in the planning, research, writing, and presentations.

Students should conclude their presentation session with a short summary of the main arguments for and against their country and a statement on whether they would recommend their country for the project.

*Final session:* When all the countries have been presented, students will choose one of the LDCs for the future DHBW ST development project.

*Research paper:* Students should combine their research findings into one academic paper (12-15 pages, double-spaced, Font: Times New Roman 12). In accordance with good academic writing procedures, this paper should include an introduction cover, table of contents, and bibliography.

#### **Useful websites to begin research:**

- <http://www.theglobaleconomy.com/compare-countries/>
- <http://www.nationmaster.com/>
- <https://ourworldindata.org/global-rise-of-education>
- <http://www.oecd.org/> (see specific countries)
- <http://www.sacmeq.org/>
- <http://uis.unesco.org/>
- [http://learningportal.iiep.unesco.org/en/monitor\\_learning/monitor-learning/brief-descriptions-of-available-international-assessment-tools](http://learningportal.iiep.unesco.org/en/monitor_learning/monitor-learning/brief-descriptions-of-available-international-assessment-tools)
- <https://ourworldindata.org/higher-education/>
- UNWTO
- Worldbank statistics

#### **Description of Erasmus+ Project**



LaTFURE (*Learning and Teaching Tools Fuelling University Relations with the Economy in Mozambique and South Africa*).

This project is a response to the United Nations declaration of 2017 as the *International Year of Sustainable Tourism for Development* supporting the Sustainable Development Goals of the 2030 Agenda. The project, entitled LaTFURE, is an Erasmus+ Program and is financed by the European Commission. The DHBW LÖrrach is participating in this project which is coordinated by Danube University Krems and involves 15 other European and African partners.

The aim of the project is to provide the systemic and institutional conditions for the establishment of dual studies as an integral part of South Africa and Mozambique's higher education systems. This will involve implementing a Tourism pilot study programme in both countries. By connecting education and industry in these countries, it is hoped that a sustainable form of university funding can be provided while giving students fairer and broader access to tertiary education.



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For further information, see: <https://moodle.donau-uni.ac.at/latfure/>