



University of Pretoria Yearbook 2020

Responsible ecotourism management 705 (TBE 705)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	PGDip Tourism Management
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

This module focuses on managing ecotourism (including the natural and cultural resource base) following eco-principles and guidelines in order to provide a conceptual framework for sustainable/responsible tourism development in response to community needs within the Southern African context. The concepts of ecotourism, alternative tourism, responsible tourism and geotourism are debated. The management of ecotourism is studied from a theoretical perspective addressing issues such as the planning, design and sustainable development of eco-facilities and spaces; co-creation and the experienced tourist; the greening of the environment; and managing sustainable events; against the backdrop of climate change using local, national and international case studies. The aim is to provide students with a holistic perspective of ecotourism and to hone their entrepreneurial view to issues within this arena in order to apply sustainable eco-principles to various situations, ranging from green architectural structures and spaces to sustainable community and pro-poor tourism projects.

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