

Course of studies: *Sustainable Tourism Management (M.A.)*

Module		<b><i>Environmental Management, Reporting and Certification</i></b>			
Acronym		EMMA Code	Semester	Type	
EMRC			2 <sup>nd</sup> semester/ once a year in the summer semester	Elective module	
Module coordinator:		Sub-modules:	Lecturers:		
Prof. Dr. W. Strasdas		-	Prof. Strasdas, external lecturers		
Language:		Semester hours per week:	Workload (h):	ECTS:	
English		4	180 h (60 contact hours, 120 hours of self-study)	6 ECTS	
Teaching form(s):		Course prerequisites:	Recommended connections:	Usability in other curricula:	
Lecture (40 h) Project/exercise (20 h)		Successful completion of the module "Tourism, Environment and Society" or similar qualifications	Module „Social Entrepreneurship, Innovation & Fair Finance in Tourism“	-	
Content:					
Environmental management as part of corporate social responsibility (CSR; ISO 26.000 etc.); introduction to key environmental management systems such as ISO 14.000 and EMAS at company level; accounting and reporting systems (based on the Global Reporting Initiative) in the areas of environmental and (only partially) social sustainability with a focus on climate protection and resource conservation (e.g. Greenhouse Gas Protocol); application of these approaches to the corporate management of tour operators, travel agencies and the hospitality industry, covering internal management, product design, supply chain management, customer communication and stakeholder management; specific certification systems for sustainable tourism.  This module mainly refers to the following Sustainable Development Goals: SDG 6: Clean water & sanitation, SDG 7: Affordable & clean energy, SDG 12: Responsible consumption & production, SDG 13: Climate action; SDG 14: Life below water, SDG 15: Life on land					
Goals:				Percentage	DQR category
Professional skills	Knowledge	Students have learned to assess environmental management in the broader context of corporate social responsibility (CSR) and have understood what systematic environmental management, accounting, reporting and certification mean in concrete terms. They know relevant standards and guidelines and can apply them to tourism. The students know certification schemes for sustainable tourism, can critically assess them and know in which context they are to be seen.		30%	4
	Skills	The students can evaluate the presented concepts and discuss critically. They have learned to apply their acquired knowledge to real companies and to develop corresponding concepts.		40%	7
Personnel competences	Social competence	The students have learned to work in groups, to discuss constructively and have jointly completed an examination task.		15%	6
	Independent working	The students have worked mainly in independent group work, where they have analyzed the CSR performance of companies and have made suggestions for improvement (examination task).		15%	7
Examination prerequisites		Examination form(s):		Grade:	
		Project (written report)		100%	
Literature and other recommended sources:					
EUROPEAN COMMISSION (2013): Best Environmental Management Practice in the Tourism Sector - Learning from Frontrunners. JRC Scientific and Policy Reports EUROPEAN COMMISSION (2016): Best environmental management practice, sector environmental performance indicators					

and benchmark of excellence for the tourism sector in a Community environmental management and audit scheme (EMAS) (Kurztitel) Commission Decision (EU) 2016/611  
 EUROPEAN PARLIAMENT (2018): Research for TRAN Committee – European Tourism Labeling. Directorate-General for Fachbereich Nachhaltige Wirtschaft  
 Internal Policies, Transport and Tourism  
 FONT, X. et al. (2012): Corporate social responsibility: The disclosure – performance gap. Tourism Management, February 2012  
 LUND-DURLACHER, D. (2015): Corporate Social Responsibility in Tourism. In: Moscardo, G. & Benckendorff, P. (Eds.) (2015):  
 Education for Sustainability in Tourism – CSR, Sustainability, Ethics and Governance. Springer  
 LUND-DURLACHER, D., FIFKA, M. & REISER, D. (Hg.) (2017): CSR und Tourismus – Handlungs- und branchenspezifische Felder. Springer Gabler  
 LUND-DURLACHER, D. et al. (Eds.) (2019): Corporate Sustainability and Responsibility in Tourism. Springer  
 TEUSCH, C., BALAŠ, M. & STRASDAS, W. (2017): Anforderungen an Unternehmenszertifizierungen für nachhaltigen Tourismus in Deutschland. Die Verbraucherinitiative & HNEE/ZENAT  
 STRASDAS, W., BALAŠ, M. & ZEPPEFELD, R. (2016): Bestandsaufnahme und Bewertung von Zertifizierungssystemen für nachhaltigen Tourismus in Deutschland. HNEE/ZENAT  
 STRASDAS, W. (2019): Corporate Responsibility Among International Ecotourism and Adventure Travel Operators. In: Lund-Durlacher et al. (2019)

Last update of the module description:	Prof. Strasdas	17.07.2019
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