

**MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF
KAZAKHSTAN**

**KAZAKH ABLAI KHAN UNIVERSITY
OF INTERNATIONAL RELATIONS AND WORLD LANGUAGES**

Master's Degree in International Tourism & Leisure Management

Modular Student Handbook

TOURIST BUSINESS AND ITS STRATEGIES



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Almaty 2021

УДК 338.27
ББК 81.2 Англ-923
А

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Рекомендовано к изданию Президиумом совета Учебно-методической секции ОП «Подготовка учителей по языкам и литературе» на базе КазУМОиМЯ им.Абылай хана (Протокол №10 от 19 июня 2021 года).

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Учебное пособие «Туристский бизнес и его стратегии». / Айтбаева Г.Д., Жубанова М.Х., Усубалиева С.Дж. – Алматы: 2021. - 144 с.

ISBN

This Handout builds on the integration of concepts, theories, research methodology, models and frameworks developed in undergraduate programmes in the field of business and tourism and investigates the SME tourism-business environment for developing tourism-business activities. The emphasis is on principles, theories and strategies for designing a business plan to facilitate the upgrading process of exploited business organisations and development of new potential tourism-leisure resources.

The Handout's contents reflect its integrative approach - including lectures, in-class assignments, review questions, case studies.

The Handout is relevant to both academics and practitioners. It prepares master students with exposure to the latest industry and research developments, in turn building their capacity as the successful tourism managers of the future.

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Lecture topic name №1:

Strategies for Sustainable Tourism Development: Scope and Concepts

Lecture topic aim(s):

Analyse scope and concept of sustainable tourism and evaluate prerequisites for its development.

Sub-topic lecture framework:

1. Sustainable Tourism Development Concepts
 - a) Sustainable Development and Ethical Business
 - b) The Advantages/disadvantages of Tourism Industry in Sustainable Tourism
2. The Nature and Scope of Sustainable Tourism
 - a) Principles of Sustainable Tourism Management
 - b) Sustainable Tourism and Different types of Environment
 - c) Sustainable Tourism and Different types of Tourism and Sectors
 - d) Sustainable Tourism and Functional Management

Learning outcome

Knowledge and understanding

You will be able to:

- a) analyse the concept of sustainable tourism development and evaluate its links with the various areas of functional management.
- b) examine and appraise the role of environment and different types tourism in sustainable development.

Lecture summary

Sustainable development. In recent years, the concept of "*sustainable development*" has been the result of attempts to reconcile some of the diverse definitions of development (Brundtland commission). Sustainable development is modernisation with attention to social justice and cultural and environmental meaning; it is modernisation with does not exacerbate inequality or degrade the life of future generations.

Although it seems hard to quarrel with the desirability development, many have criticized the concept as a "Trojan horse" for international development bureaucrats and professionals who will have careers implementing this difficult concept.

Since the 1980s the tourism industry has begun to take green issues and the idea of sustainable tourism seriously. The hospitality industry has been at the forefront of the focused on the environmental side of sustainability. Airlines, for example, have sought to introduce quieter, more fuel-efficient aircraft as part of an industry-wide agreement on environmental practices. While most visitor attractions have also focused on the environmental dimension, some have also considered