

MPR_TSCC

Tourism Sustainability & Climate Change

-

Introduction

Markéta Novotná, Ph.D.

Tourism background

DEMAND



Tourists/visitors

SUPPLY



**Owners/providers/
inhabitants...**

DEMAND



SUPPLY



Tourism supply

- Primary resources
 - Natural tourism resources (mountain, lake...)
 - Anthropogenic tourism resources (castle, church...)
- Secondary resources (zoos, slopes, hotels...)



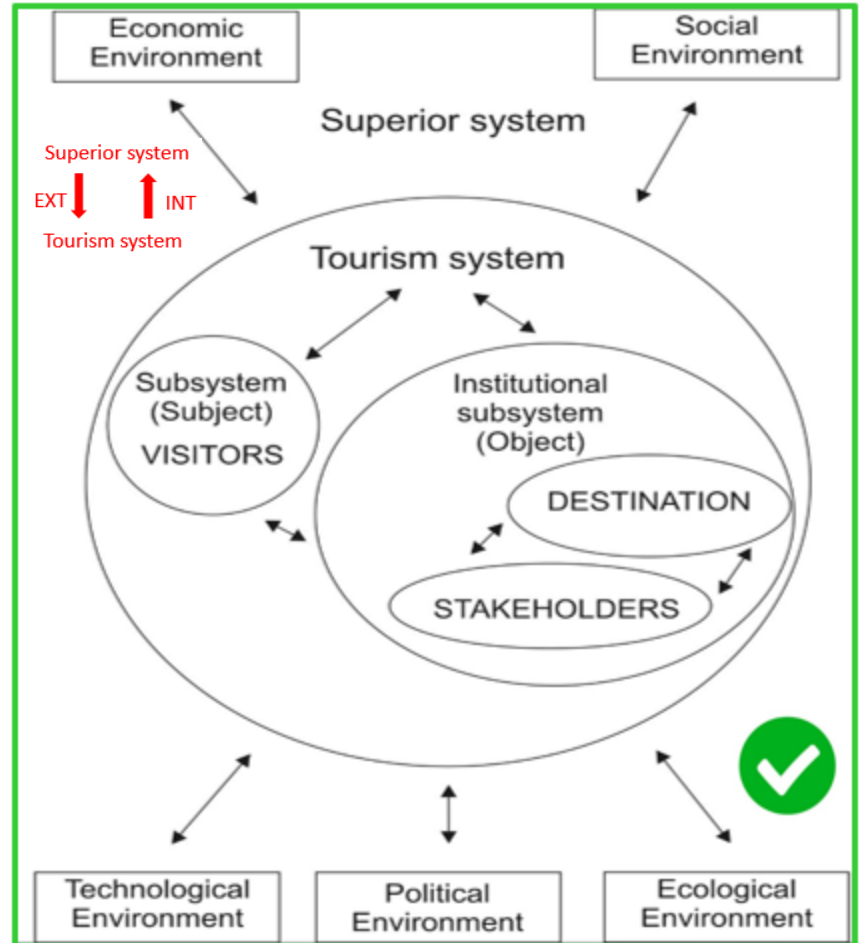
Essential part of tourist's experience

Appropriate combination of historical, cultural, environmental and **managerial** assets



PEOPLE
(owners/providers/residents)
and (co-)created **PRODUCT**






About the course

- Supplier department: Department of Regional Economics
- Fields of study: Regional Development and Tourism (N-RDTA)

- Learning outcomes:
 - environmental and spatial effects of economic development
 - key aspects of sustainable development
 - principles of sustainability in the tourism industry
 - impacts of tourism and relevant indicators for monitoring
 - methodological framework for implementing sustainable tourism practices

About the course

- Useful & practical?
 - Timetable: 1+1 (one package!)
 - Conditions and requirements:
 - lectures and seminars (**compulsory attendance!**)
 - ongoing work and activity at the seminars (**assignment points!**)
 - materials and presentations available in the IS (**written test!**)
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- Your final mark

Teachers and their activities



17 JUN

Don't count likes when travelling but respect the locals and nature, advises Markéta Novotná

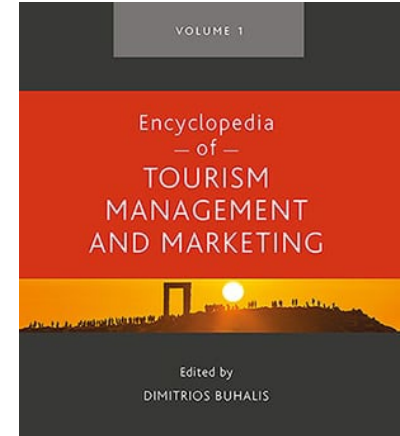
Recommendations shared on social media have a big impact on our decision-making. This applies also when it comes to travel where posts by famous personalities play a key role. They share their travel experiences on their channels: either spontaneously or as part of paid partnerships... all to inspire their followers to visit new places. But according to Dr Markéta Novotná, an expert on travel and tourism, influencers can harm some destinations.



25 APR

Air quality in Brno has been improving but it is still far from ideal

Poor air quality has significant economic impacts on people's health. A team of scientists from ECON MUNI and the RECETOX centre has been preoccupied with air quality in Brno since 2021. They have even involved in their research children from several primary schools. Dr Dominika Tóthová, Associate Professor Vilém Pařil and Dr Ondřej Mikeš answer the questions.



Contents lists available at [ScienceDirect](https://www.elsevier.com/locate/jort)

Journal of Outdoor Recreation and Tourism

journal homepage: www.elsevier.com/locate/jort



Outdoor excitement in homeland? Opportunities and threats to balloon tourism in the Czech Republic during the coronavirus outbreak

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Niche tourism
Outdoor recreation
Czech Republic

ABSTRACT

Hot air ballooning as a niche outdoor activity has become popular in the Czech Republic in the last two decades. It provides not only authentic experiences but also a feeling of intense excitement. This research note aims to report on the consequences of the COVID-19 pandemic on balloon tourism. It presents initial results on new ideas regarding opportunities and threats to ballooning in the Czech Republic arising during the coronavirus outbreak. Several methods were used, combining desk research with qualitative in-depth interviews with main balloon flights operators. Despite many unfavourable circumstances, the pandemic situation brought several opportunities for this business stemming from the government measures and shifts in travellers' behaviour. These opportunities include, for example, the focus on domestic clientele looking for different experiences under pandemic conditions and the strategic cooperation of balloon flights operators with accommodation providers.

Requirements -> see the IS

Requirements

Seminar Attendance

Attendance at seminars is mandatory; unexcused absences are not permitted. Students must have **100% attendance**, and any absence must be excused through the Information System (excused by the study coordinator).

Seminar Outputs

Students are required to submit or present their seminar outputs according to the instructions provided by the teachers, ensuring they meet the specified deadlines and quality standards.

Four equally weighted individual assignments will be assigned throughout the semester, each worth *up to 15 points*. This allows students to earn a *maximum of 60 points across all assignments*. To be eligible for the exam, students must achieve *at least 36 points*, which is 60% of the total possible points.

One assignment will be administered by Dr Dominika Tóthová, one by Assoc. Prof. Vilém Pařil, and two assignments by Dr Markéta Novotná.

Final Exam

The final exam for the MPR_TSCC course is written (check test) and reflects the knowledge gained from lectures and seminars. Only students who have met the required prerequisites listed above (i.e. seminar attendance and seminar outputs of the required quality) are eligible to register for the exam.

To pass the course and receive a final grade, students must achieve at least *60% on the check test (final exam)*.

Timetable

Wednesday 2/10	Global environmental issues and climate change Concept of sustainable development	Dominika Tóthová
Wednesday 9/10	Economic growth and the environment	Dominika Tóthová
Wednesday 16/10 Room: P403	Overtourism on world heritage sites <i>Institutional sustainable tourism initiatives</i>	Corinna del Bianco
Wednesday 23/10	Concept of sustainable tourism <i>Application of sustainable tourism development principles</i>	Markéta Novotná
Wednesday 30/10	Tourism impacts and sustainability <i>Differences across destination types and life cycle stages</i>	Markéta Novotná

Timetable

Wednesday 13/11	Environmental and sustainable development policy	Vilém Pařil
Wednesday 20/11	Instruments of environmental protection and sustainable development	Vilém Pařil
Wednesday 27/11	Visitor management tools for sustainable tourism development	Markéta Novotná
Wednesday 4/12	Monitoring and measuring sustainable tourism performance <i>Sustainable tourism indicators</i>	Markéta Novotná
Wednesday 11/12	Climate change impacts on tourism	Marjetka Rangus
Wednesday 18/12	Exam pre-term	

Tell us about yourself!



- Name
- Country of origin
- Course expectations/motivations
- The role of tourism in your destination



CANADA

UNITED STATES

MEXICO

GREENLAND (DENMARK)

NORWAY

SWEDEN FINLAND

UNITED KINGDOM

R U S S I A

KAZAKHSTAN

MONGOLIA

CHINA

DEM. REP. KOREA

SOUTH KOREA

JAPAN

ALGERIA

MAURITANIA MALI

NIGER

CHAD

SUDAN

SAUDI ARABIA

YEMEN

IRAN

AFGHANISTAN

PAKISTAN

INDIA

SRI LANKA

INDONESIA

AUSTRALIA

ANTARCTICA