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FIU Online

Syllabus

Sustainable Tourism Practices

1198-FIU01-HFT-3701-SECRVAA-88330

General Information | Important Information | Course Detail | Course Calendar

General Information

Professor Information

Professor Photo	Instructor:	Carolin Lusby	Phone:	(305) 919-4537
	Office:	HTM 333 (BBC)	Fax:	(305) 919-4500
	Office Hours:	By appointment.	E-mail:	Canvas Inbox

Course Description And Purpose

Sustainability of the global travel and tourism industry is examined through the lenses of certifying organizations, local destinations, and multinational stakeholders. We will examine the economic, socio-cultural and environmental effects of international tourism and understand the interconnectedness of these impacts. This course is designed to help students understand the main principles and practices for sustainable tourism development at the local, regional, national, and international level. The class will introduce students to a series of tools to operate and manage tourism hospitality services and destinations with sustainability. International case studies will be used to highlight examples of sustainability practices from around the world. International standards and indicators of sustainable tourism practices will be introduced.

This is a global learning course that counts towards your global learning education requirement.

Course Objectives

This course stresses the interrelatedness of global tourism.

Students will be able to:

- introduce concepts and tools of sustainable tourism operation and management.
- identify global tourism stakeholders and sustainable tourism organizations as base and support for sustainable tourism development.
- understand the role of key international initiatives, organizations and stakeholders as support of sustainable tourism development.
- get to know major international, national, regional and local labels, certification programs and different types of initiatives for business, attractions, cultural heritage, protected areas and tourism destinations in general.
- introduce the concepts of Environmental Management Systems and Sustainability Reporting as new processes that companies and organizations are now a day's adopting
- present international case studies that demonstrates progress in sustainable tourism issues worldwide.

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Learning Outcomes

This class examines the issue of sustainability in tourism and hospitality at the global level, examining the interrelatedness of tourism impacts through different lenses.

By the end of the class, students should be able to:

- describe the holistic and interrelated dimensions of sustainability.
- discuss sustainability through the lens of various local, national and international stakeholders and describe their rights and responsibilities towards more sustainable tourism development.
- identify different international certification programs.
- analyze the different tools to operate and manage companies, attractions and destinations with sustainability.
- examine different standards and indicators of sustainability and how they apply to different international destinations.
- explain the concept of accreditation and certification in an international context.
- understand ways to be globally engaged in improving sustainability in tourism.

Program Learning Outcome	Course Objectives	Assessment	Activity
Information literacy emphasized Written communication reinforced	Students will be able to evaluate the holistic and interrelated dimensions of sustainability.	Group Paper Grading Rubric Quizzes	Analyze and research a destination, issues in sustainability and a plan to increase sustainability, write a paper
Information technology reinforced	Students will be able to discuss sustainability through the lens of various local, national and international stakeholders and describe their rights and responsibilities towards more sustainable tourism development.	Group Paper Grading Rubric	Analyze and research a destination, issues in sustainability and a plan to increase sustainability, write a paper
Information literacy reinforced	Students will be able to identify different international certification programs.	Discussion Rubric Quizzes	Lecture, internet research
Critical thinking emphasized	Students will be able to examine the concept of accreditation and certification in an international context.	Discussion Rubric	Lecture, writing and defending a post
Business Ethics reinforced	Students will be able to analyze the different tools to operate and manage companies, attractions and destinations with sustainability.	Movie Assignment Rubric Tests 1 and 2	Watch a movie and write a post reflecting on issues and strategies presented
Professionalism	Students will be able to understand ways to be globally engaged in improving sustainability in tourism.	Individual Assignment	Lecture, research online and write a paper on ways to be active

Global Learning Outcomes

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This is a global learning course that counts towards your global learning education requirement.

Global Awareness: Students will be able to describe the holistic and interrelated dimensions of sustainability.

Global Perspective: Students will be able to discuss economic, socio-cultural and environmental sustainability through the lens of various local, national and international stakeholders and describe their rights and responsibilities towards more sustainable tourism development.

Global Engagement: Students will be able to understand ways to be globally engaged in improving sustainability in tourism and demonstrate a willingness to become and auditor for sustainable tourism.

Teaching Methodology

This class consists of lectures, discussions, audiovisual presentations and practical projects.

Important Information

Policies

Please review the FIU's Policies webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

Technical Requirements and Skills

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the "What's Required" webpage to find out more information on this subject.

Privacy Policy Statements for Partners and Vendors

- Canvas
- Microsoft
- Adobe
- Google
- ProctorU
- HonorLock
- Turnitin
- PBC Learn
- OpenStax
- Adobe Connect
- Respondus LockDown Browser

Please visit our Technical Requirements webpage for additional information.

Accessibility And Accommodation

The Disability Resource Center collaborates with students, faculty, staff, and community members to create diverse learning environments that are usable, equitable, inclusive and sustainable. The DRC provides FIU students with disabilities the necessary support to successfully complete their education and participate in activities available to all students. If you have a diagnosed disability and plan to utilize academic accommodations, please contact the Center at 305-348-3532 or visit them at the Graham Center GC 190.

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Please visit our ADA Compliance webpage for information about accessibility involving the tools used in this course.

Please visit the LMS Accessibility webpage for more information:

- Canvas

For additional assistance please contact FIU's Disability Resource Center.

Academic Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Academic Misconduct includes: **Cheating** – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. **Plagiarism** – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Learn more about the academic integrity policies and procedures as well as student resources that can help you prepare for a successful semester.

Course Prerequisites

There are no prerequisites for this course.

Panthers Care & Counseling and Psychological Services (CAPS)

If you are looking for help for yourself or a fellow classmate, Panthers Care encourages you to express any concerns you may come across as it relates to any personal behavior concerns or worries you have, for the classmate's well-being or yours; you are encouraged to share your concerns with FIU's Panthers Care website.

Counseling and Psychological Services (CAPS) offers free and confidential help for anxiety, depression, stress, and other concerns that life brings. Learn more about CAPS at caps.fiu.edu. Professional counselors are available for same-day appointments. Don't wait to call 305-348-2277 to set up a time to talk or visit the online self-help portal.

Textbook

Textbook Image

Sustainable Tourism
David Weaver
Routledge, 1st Edition, 2007
ISBN-13: 978-0750664387
ISBN-10: 075066438X
You may purchase your textbook online at the FIU Bookstore.

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Expectations Of This Course

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

Course Detail

Course Communication

Communication in this course will take place via **Inbox.**

Inbox is a private and secure text-based communication system which occurs within a course among its Course members. Users must log on to Canvas to send, receive, or read messages. The Inbox tab is located on the Course Menu, on the left side of the course webpage. It is recommended that students check their Inbox routinely to ensure up-to-date communication.

Visit our Writing Resources webpage for more information on professional writing and technical communication skills.

Assignments

There will be a class project, class discussions and quizzes. More detailed information is given in the course outline. Your project will be done in groups of 3-5 highlighting economic, socio-cultural and environmental impacts from the perspective of different stakeholders and how tourism impacts are interrelated. You will also highlight how sustainable tourism could minimize negative impacts and maximize positive impacts on the economy, local people/cultures and the environment.

Discussion Forums

Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when deciding what to post.

Exams

There will be two exams, which may include true/ false, multiple choice matching and essay questions. If a valid reason keeps a student from attending one exam at the scheduled time, it is the student's responsibility to contact the professor prior the exam.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum hardware requirements. Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact FIU Online Support Services.

All assessments will auto-submit when (1) the timer runs out OR (2) the closing date/time is reached, **whichever happens first**. For example, if a quiz has a closing time of 5:00 pm but the student begins the exam at 4:55 pm, the student will only have 5 minutes to complete the quiz.

Active Learning Strategies

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Group Project: Pick a destination of your choice. Examine what stage of the destination life cycle it is in, what types of tourists it attracts and what major impact tourism has on the environment, society and culture as well as the local economy. Describe these **through the lenses of various stakeholders such as local people, tourists, multinational corporations. At a minimum give the perspective of three different stakeholders (GP) Explain the interrelatedness of these stakeholders and issues (GA).** Then describe what can or is being done in the destination to enhance sustainability in these three areas.

Case Studies: In your book you will find various international case studies related to impacts, management, marketing and certification we will discuss.

Discussions: Various **blog discussions will be used to facilitate global learning**. As an example there is a blog in module two about the UN millennium development goals: What are the 8 Millennium Development Goals? Which of these are particularly easy for tourism to influence? What is corporate social responsibility?

Movie assignment: As you watch the movie: "The environmental tourist," take note of the different destinations being highlighted. **Global awareness and perspective are assessed with the following questions:** What are some of the issues in the safari parks in Africa? What initiatives are currently undertaken to combat these negative effects? What is the issue being discussed in Belize? What is currently being done about it? **Examine the effects through the lenses of different stakeholders discussed in the movie. How does it affect local people? Describe the interrelatedness of what is happening**.

Individual Project:
In this module we have been examining environmental indicators and standards. One way to be aware of the environmental impact of a person or business is to know the carbon footprint. In this assignment you will calculate your carbon footprint. Please write a short 2 page paper that you submit online, please make sure it is well written and properly cited. You will submit it through turn it in.
1. How did you calculate your carbon footprint? Tell me the calculator and website you used. Why did you use this calculator?
2. What is your carbon footprint? Were you surprised? Was it more or less than what you expected?
3. What are some ways you can reduce your own carbon footprint?
4. Did the calculator you used offer any ways to offset your carbon footprint? If so, what were they? How does it work?

Grading

	Requirements	Weight
Discussion/Quizzes		25%
Movie Activity		5%
Individual Project		10%
Test 1		20%
Test 2		20%
Project Presentation		20%
Total		**100%**

Letter	Range	Letter	Range	Letter	Range
A	Above 93	B	84 - 86	C	71 - 76
A-	91 - 92	B-	81 - 83	D	70 - 61
B+	87 - 90	C+	77 - 80	F	< 61

Course Calendar

Weekly Schedule

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Module	Date	Lecture Content	Assignments/Grading
Module 1: Introduction	Aug 26th - Sep 1st	Tourism Introduction Ch 1); Emergence of Sustainable Tourism ***(GP)***	***Discussion 1: Intro Blog (5 pts)*** Weaver Chapter 1
Module 2: Issues in Sustainable Tourism	Sep 2nd - Sep 8th	Issues in Sustainable Tourism Tourism Millennium Development Goals ***(GP) (GA) (GE)***	***Quiz 1 (5 pts)*** Weaver Chapter 2
Module 3: Alternative versus Mass Tourism	Sep 9th - Sep 15th	Alternative Tourism Mass Tourism Ecotourism ***(GA) (GP)***	***Test 1 (20 pts)*** Weaver Chapter 3, 4, 11
Module 4: Marketing versus Greenwashing	Sep 16th - Sep 22nd	Marketing Sustainable Tourism Green Consumers Green Washing ***(GE) (GP)***	***Discussion 2 (5 pts)*** ***The environmental tourist (5 pts)***
Module 5: Quality Control Sociocultural Impacts and Indicators	Sep 23rd - Sep 29th	Codes of Conduct Awards Certifications Green Globe Sociocultural Impacts/Indicators ***(GA)***	***Quiz 2 (5 pts)*** ***Discussion 3 (5 pts)*** Weaver Chapter 7
Module 6: Economic and Environmental Impacts/Indicators	Sep 30th - Oct 6th	Environmental and Economic Impacts and Indicators/Management ***(GP) (GA)***	***Individual Project (10 pts)***
Module 7: Sustainable Destination Development	Oct 7th - Oct 11th	Spatial Techniques Visitor Management Techniques ***(GE)***	***Test 2 (20 pts)*** ***Group Projects (20 pts)*** Weaver Chapters 8-10

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