

COURSE SYLLABUS

SUSTAINABLE TOURISM PRACTICES HFT 3701 SPRING SEMESTER, 2014 PROFESSOR CAROLIN LUSBY

Office Hours Tuesdays from 12:00 to 2:00 pm and Wednesdays from 2:00 to 3:00pm. By appointment.	E Mail: clusby@fiu.edu
Office: HTM 333	Fax: (305) 919-4500
Phone: (305) 919-4537	Web: www.fiu.edu/
For your WebCT username and password check: http://htmllearn.fiu.edu/login.htm	

COURSE DESCRIPTION

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 METHODOLOGY

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

COURSE OBJECTIVES

This course stresses the interrelatedness of global tourism.

- To introduce concepts and tools of sustainable tourism operation and management.
- To identify global tourism stakeholders and sustainable tourism organizations as base and support for sustainable tourism development.

- To understand the role of key international initiatives, organizations and stakeholders as support of sustainable tourism development.
- To 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.
- To introduce the concepts of Environmental Management Systems and Sustainability Reporting as new processes that companies and organizations are now a day's adopting
- To present international case studies that demonstrates progress in sustainable tourism issues worldwide.

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:

- Students will be able to describe the holistic and interrelated dimensions of sustainability.
- 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.
- Students will be able to identify different international certification programs.
- Students will be able to analyze the different tools to operate and manage companies, attractions and destinations with sustainability.
- Students will be able to examine different standards and indicators of sustainability and how they apply to different international destinations.
- Students will be able to explain the concept of accreditation and certification in an international context.
- Students will be able to understand ways to be globally engaged in improving sustainability in tourism.

GLOBAL LEARNING OUTCOMES

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.

TEXTBOOK & OTHER REQUIRED MATERIAL

Belz, F. & Peatti, K. (2009). *Sustainability marketing a global perspective*. Wiley.

Butler, R. (2006). *The tourism area life cycle*. Channel View Publications

Edgell, D. (2006). *Managing sustainable tourism*. Haworth Hospitality Press

Honey, M (210). *Ecotourism and sustainable development*. Island Press

Jafari, J, (1987). Tourism models: the sociocultural aspects. *Tourism management* (8), 2, 151-159.

Weaver, D. (2007). *Ecotourism*. Wiley.

Weaver, D. (2012). *Sustainable tourism*. Elsevier
ISBN 9780750664387

COURSE PROCEDURES

ATTENDANCE

Classes will consist of lectures, discussions, audiovisual presentations, practical projects and the possible participation of invited guest speakers.

This course requires that students regularly attend class sessions since the topics will refer to national and international updates on events, case studies, data and which are not found in textbooks.

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.

EXAMINATION

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.

GRADING

Discussion/Quizzes	40%
Exam 2	20%
Mid Term exam	20%
Project presentation	20%
Final grade:	100%

FIU / HTM POLICIES

The FIU Academic Pledge

As a student of this university:

I will be honest in my academic endeavors.

I will not represent someone else's work as my own.

I will not cheat, nor will I aid on cheating.

Intellectual Honesty Statement

Students at Florida International University are expected to adhere to the highest standards of integrity in every aspect of their lives. Honesty in academic matters is part of this obligation. Academic Integrity is the adherence to those special values regarding life and work in an academic community. Any act or omission by a student which violates this concept of academic integrity and undermines the academic mission of the University, shall be defined as academic misconduct and shall be subject to the procedures and penalties mandated by the University and the School of Hospitality and Tourism Management.

Cell Phones and others

Cell Phones, beepers and laptops are prohibited during class.

Code of Conduct

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.

Course Outline HFT 3701

Module	Dates	Topics and Global Learning Outcomes	Assignment and Grades
Introduction	Jan 6- 19, 2014	Tourism Introduction Ch 1); Emergence of Sustainable Tourism (GP)	Discussion Board1 : Intro Blog (5pts) Weaver Chapter 1
Issues in Sustainable Tourism	Jan 20- Feb 2, 2014	Issues in Sustainable Tourism Tourism Millennium Development Goals (GP) (GA) (GE)	Quiz 1(5 pts) Weaver Chapter 2
Alternative versus Mass Tourism	Feb 3-16, 2014	Alternative Tourism Mass Tourism Ecotourism (GA) (GP)	Test 1 (20 pts) open from Feb 10-14 Weaver Chapter 3,4, 11
Marketing versus Greenwashing	Feb 17- March 2, 2014	Marketing Sustainable Tourism Green Consumers Green Washing (GE)(GP)	Discussion board 2 (5 pts) The environmental tourist (5)
Quality Control Sociocultural Impacts and Indicators	March 3-7, 2014 and 17-23, 2014	Codes of Conduct Awards Certifications Green Globe Sociocultural Impacts/Indicators (GA)	Quiz 2 (5 pts) Discussion Board (5 pts) Weaver Chapter 7
Economic and Environmental Impacts/Indicators	March 24- Apr 6, 2014	Environmental and Economic Impacts and Indicators/Management (GP) (GA)	Individual project Due April 3 (10 pts)
Sustainable Destination Development	Apr 7-19, 2014	Spatial Techniques Visitor Management Techniques (GE)	Test 2 (20) Open from April 14-18 Group Projects Due April 18 (20 pts) Weaver Chapters 8-10

Active Learning Strategies

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.

Blog 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 Millenium 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.*

DO NOT COPY