

# HFTM\*2170 – Responsible Tourism Planning and Development (Fall 2016)

## [0.5 credit]

### General Course Information

**Instructor:** Thomas Karrow  
**Email:** [tkarrow@uoguelph.ca](mailto:tkarrow@uoguelph.ca)  
**Office Hours:** By appointment  
**Department/School:** HFTM

**Class Schedule:** Mondays, 2:30-5:30 pm, MACS 301

**Pre-requisites:** none

### Course Description

This course focuses on the various aspects of tourism planning, policy, and development. Topics covered include: reasons for development; tourism development as a strategy for urban revitalization; tourism's links to heritage conservation and regional development; sustainability and the adverse impacts of development; cultural considerations and community participation; and the importance of context for individual tourism projects.

### Course Learning Outcomes

Upon successfully completing this course, you will be able to:

#### Knowledge and Understanding:

- 1) *Demonstrate an understanding of the policy development process (i.e. the means whereby policy problems are defined, resolved and reviewed);*
- 2) *Demonstrate a comprehensive and critical understanding of the changing policy environment and the ability of stakeholders to shape and influence it;*
- 3) *Analyse and evaluate the roles of the public and private sectors, NGOs, and professional and trade associations involved in the tourism industry in Canada and worldwide;*

#### Discipline/Professional and Transferable Skills:

- 4) *Apply tourism development as a strategy for regional revitalization;*
- 5) *Display enhanced writing skills through a variety of critical and analytical assignments;*

#### Attitudes and Values:

- 6) *Show critical appreciation of the principals of sustainability and community involvement as they pertain to tourism*

## Indicative Content

1) The University of Guelph Course Link website will be used extensively throughout this course. Students are expected to check the site on a daily basis for regular updates to course contents. Additional relevant readings may be added to Course Link and students are expected to ensure these items are read.

## Course Assessment

		Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	10% Individual Briefing Note	1,5	Oct. 8; dropbox
<b>Assessment 2:</b>	10% Individual Ecotourism Analysis	4, 5	Oct 30, dropbox
<b>Assessment 3:</b>	20% 2 Short answer quizzes	1,2,3,4	In-class
<b>Assessment 4:</b>	30% Individual Project	2,3,4,5	Nov. 22; dropbox
<b>Assessment 5:</b>	30% Participation	1, 2, 3,4	Throughout course
<b>Total</b>	<b>100%</b>		

## Teaching and Learning Practices

### Lectures

**Note: Most classes will begin with discussions of current events. Please bring discussion topics (hard copies, links etc.) to every class, and keep a written record of these to hand in at the end of each class. These learning opportunities will form a part of your participation grade. "Discussion topics" should relate to course content. Also note, the dates and readings below are approximate, and may change. Courselink will be used to update students in readings and students are expected to check regularly for news.**

Week	Topics	Readings
Week 1, Sept 12	Introduction and course overview Defining values, politics and policy Tourism defined, impacts, pros and cons Politics of Tourism/ Political Ecology of Tourism	
Week 2, Sept 19	Preparing briefing notes Work through preparation of a briefing note in class.	Edgell and Swanson, Chap. 1, 2 & 11; Mundt Chap. 3
Week 3, Sept 26	Global context; Poverty and development choices Video: Tourists HQ117 T687 2004 (sex tourism)	Edgell and Swanson, Chap. 3, 4 & 8;
Week 4, Oct 3	Political ideologies The way government works Who's who and role they play in tourism Political and foreign policy implications	Edgell and Swanson, Chap. 5, 7 & 9; <b>First short answer quiz</b>
Week 5, Oct 10	<b>Thanksgiving</b>	<b>No class</b>
Week 6, Oct 17	The making of legislation	Exercise with news stories – different

	Barriers, obstacles and the international policy process Ecotourism Game	philosophical positioning Edgell and Swanson, Chap. 6, 10; Mundt Chap. 1 & 2
Week 7, Oct 24	Stakeholders, models of decision-making and sustainability, the Tragedy of the Commons Video: Destination, tourism <i>G155.I4 D47 200</i>	Mundt Chap. 4, 5, 8
Week 8, Oct. 31	Tourism sustainability con't and Tourism Ethics	
Week 9, Nov 7	Pros and cons of tourism Videos: Goose with the Golden Eggs; The problem with all-inclusives	
Week 10, Nov 14	Corporate social responsibility vs sustainability Definitional problems	Edgell and Swanson, Chap. 12 Mundt, Chap 6, 7, 9
Week 11, Nov 21	Tourism and climate change Video: Concrete coasts <i>G155.A1 C62 2005</i>	
Week 12, Nov 28	Strategic Planning in Tourism Video: Last pockets of paradise <i>G155.A1 L37 2005</i>	<b>Second short answer quiz</b>

## Course Resources

Required Texts (both of these texts are also available from the Course Reserve Desk):

1. Edgell, D.L. Sr. & Swanson, J. R. (2013). *Tourism policy and planning: Yesterday, today and tomorrow*. 2<sup>nd</sup> edition Routledge.
2. Mundt, J.W. (2011). *Tourism and Sustainable Development: Reconsidering a Concept of Vague Policies*. Erich Schmidt Verlag

## Other Resources:

Students are expected to read at least one major newspaper weekly for developments that impact on the supply or demand of tourism, as well as sign up to at least two listservs that specialize in tourism news. Examples include:

- <http://www.eturbonews.com/>
- [http://www.tourism-review.com/get\\_email\\_news.php](http://www.tourism-review.com/get_email_news.php)
- Travelmole (and a whole series of newswires)  
[http://www.travelmole.com/select\\_nwire.php?m\\_id=rmv\\_rd-A&mpnlog=1&unsub=3#3](http://www.travelmole.com/select_nwire.php?m_id=rmv_rd-A&mpnlog=1&unsub=3#3)
- Bulletin Le Globe Veilleur (in French)  
[http://www.travelmole.com/select\\_nwire.php?m\\_id=rmv\\_rd-A&mpnlog=1&unsub=3#3](http://www.travelmole.com/select_nwire.php?m_id=rmv_rd-A&mpnlog=1&unsub=3#3)
- <http://www.greenlodgingnews.com/>
- <http://www.hotelnewsresource.com/>
- <http://www.hospitalitynet.org/>

Most of these websites also have archives and are searchable, which makes them an excellent resource for some of the assignments.

## Course Policies

### Grading Policies

Grading guides for the Briefing Note, the Ecotourism Game and the project are posted on Courselink.

Assignment	Due Date	Format	Value
Briefing Note	October 8	Individual	10%

Ecotourism Game	October 30	Individual	10%
4 short answer quizzes	As per course outline	Individual	20%
Project	November 22	Individual	30%
Participation	November 30	Individual	30%

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/index.shtml>

Assignments are to be submitted **ELECTRONICALLY in Word** through the Courselink dropbox as indicated, except for participation. A penalty (5%) per day will apply to late assignments unless accompanied by a medical certificate. *Please note that these policies are binding unless academic consideration is given to an individual student. Detailed grading schemes will be posted for these assignments*

*In order to ensure your academic success, I will agree to re-grade a revised submission reflecting feedback for your first Assignment ONLY. The maximum additional grade will be 3%.*

### Course Policy on Group Work:

*If students choose to do a group project, PRIOR APPROVAL BY THE INSTRUCTOR MUST BE OBTAINED and individual responsibilities for the submitted assignment must be agreed to between the students and the instructor.*

### Course Policy regarding use of electronic devices and recording of lectures

*Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.*

## University Policies

### Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-amisconduct.shtml>

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-amisconduct.shtml>

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

## Drop date

The last date to drop one-semester courses, without academic penalty, is **November 6, 2016**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-drop.shtml>