

General Course Information

Instructor:	Marion Joppe
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<i>Office Location</i>	MACS 306
<i>Office Hours</i>	By appointment
<i>Department/School</i>	HFTM
Class Schedule:	Monday, 2:30-2530, MACS 301 11 September – 30 November

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 Assessment

	Topic	Weight	Due/location
1.	Individual briefing note	20%	Oct 8, dropbox
2.	2 Short answer quizzes	20%	In class
3.	Individual Project	30%	Nov 5, dropbox
4.	Participation in class and general preparedness	30%	Throughout term
	Total	100%	

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

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.

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 hand it along with your reflection 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 below are approximate, and may change. Courselink will be used to update students in readings who are expected to check regularly for news.

Week 1	Sept 11	Introduction and course overview Defining values, politics and policy Tourism defined, impacts, pros and cons
Weeks 2	Sept 18	Preparing briefing notes Work through preparation of a briefing note in class. <i>Readings:</i> <ul style="list-style-type: none">• <i>Extensive material on Courselink</i>
Week 3	Sept 25	Global context Video: “Innovation and Impact” Poverty and development choices Video: Tourists HQ117 T687 2004 (sex tourism) <i>Readings:</i> <i>Extensive material on Courselink</i>

Week 4	Oct 2	<p>Political ideologies</p> <p>The way government works</p> <p>Who's who and role they play in tourism</p> <p>Political and foreign policy implications</p> <p>Exercise with news stories – different philosophical positioning</p> <p><i>Readings:</i></p> <p style="padding-left: 40px;"><i>Extensive material on CourseLink</i></p> <p><i>First short answer quiz</i></p>
Week 5	Oct 9	<p>Thanksgiving</p>
Week 6	Oct 16	<p>The making of legislation</p> <p>Barriers, obstacles and the international policy process</p> <p>Ecotourism Game</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Extensive material on CourseLink</i>
Week 7	Oct 23	<p>Preparation for individual assignment</p>
Week 8	Oct 30	<p>Stakeholders</p> <p>Models of decision-making and sustainability</p> <p>Video: Destination, tourism G155.I4 D47 200</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Extensive material on CourseLink</i>
Week 9	Nov 6	<p>Pros and cons of tourism</p> <p>Videos: Goose with the Golden Eggs; The problem with all-inclusives</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Extensive material on CourseLink</i>
Week 10	Nov 13	<p>Corporate social responsibility vs sustainability</p> <p>Definitional problems</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Extensive material on CourseLink</i>
Week 11	Nov 20	<p>Tourism and climate change</p> <p>Video: Concrete coasts G155.A1 C62 2005</p> <p><i>Readings:</i></p> <p><i>Extensive material on CourseLink</i></p>

Course Resources

The readings can be downloaded through the Library's on-line journal access or else are provided through CourseLink.

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
- Travelmole (and a whole series of newswires): <http://www.travelmole.com/#3>
- Reseau Veille Tourisme (in French): <http://veilletourisme.ca/>
- <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

Assignments are to be submitted ELECTRONICALLY **in Word, spaced 1.5** 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%.

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 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/current/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 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 3, 2017**. For regulations and procedures for Dropping Courses, see the Undergraduate Academic Calendar: <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>