School of Hospitality and Tourism Management

Autumn 2013

Tourism and Sustainable Development
TRMH6250

Instructor: Stephen Smith
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Office: TBD
Tel: 1 519 746 3873 (Waterloo)
Class: 2:30 – 5:20, Mondays; Room 230
Office Hours: After class (Monday) or by appointment
Text required: None, but selected readings from research journals will be provided for class discussion.

Course Description: This course will be taught as a seminar, with an emphasis on readings and discussion. It will introduce you to some of the key issues associated with sustainable development in tourism. These issues include foundational concepts related to sustainability; indices and other indicators; tourism impacts; and alternative forms of tourism product development such as eco-tourism or cultural tourism. In the final week of the term, you will make an original presentation on a topic of your choice to all participants. Your choice of topic should be approved by me.

Course Prerequisites: None

Course Objectives: Upon successful completion of this course, you will have:

Knowledge and understanding

1. developed a critical understanding of some key concepts, principles, and issues related to tourism and sustainable development
2. developed an appreciation of the significance of sustainable tourism
3. acquired an appreciation for how sustainability can be measured in the context of tourism

Discipline and professional skills

4. examined how different business models or approaches may be used to promote sustainable tourism based in real-world examples
5. explored how researchers analytically approach the study and practice of sustainable tourism

Transferable skills

6. critically reviewed and synthesized diverse viewpoints on some aspect of sustainable tourism
7. organized material related to some aspect of the study of sustainable tourism and presented it to an audience
8. presented your thoughts in writing
Course Schedule

9 Sept: Course introduction
Format, course content, and structure

16 Sept: Tools and indicators for sustainable development – 1


23 Sept: Tools and indicators for sustainable development – 2


NB: Topic for paper and presentation should be confirmed by this week

30 Sept: Local communities


7 Oct: Governance and heritage


14 Oct:  Thanksgiving – no class

21 October:  Cultural Tourism


28 Oct:  Rural and agri- tourism


4 Nov:  Culinary tourism


11 Nov:  Management


18 Nov: Is the concept of sustainability utopian: Ideally perfect but impractical?

“Research Probe” essays from *Tourism Recreation Review* – to be provided in class

25 Nov: Student presentations

**Evaluation**

- Seminar participation 40%
- Oral Presentation 20%
- Written Paper 40%

**Due:** December 16

**Guidelines for Oral Presentation**

A total of 25 minutes will be set for each student. Your presentation should take 15 to 18 minutes, with the remaining 7 to 10 minutes allocated to questions. The 25-minute time allocation will be strictly enforced.

PowerPoint is not required but the use of an appropriate visual aid is a good idea. I will provide advice, in class, on the use of PowerPoint.

Your oral presentation will be the basis for your written report. I will provide you with feedback from your presentation in time for you to incorporate my comments into your paper.

**Guidelines for Written Paper**

Typically, your paper should be 25 – 35 pages, double-spaced. It should be based on published scholarly literature. You may also use government documents, trade publications, or web resources.

The topic is your choice, but please meet with me early in the term to discuss your proposed topic.

This exercise has four objectives:

1. To allow you to explore some aspect of tourism sustainability in greater detail.
2. To gain experience in identifying an important policy, research, or management topic in sustainable development.
3. To encourage you to explore some aspect of the tourism research literature in detail.
4. To provide an opportunity to refine your writing and logical skills

A clear, logical, coherent expression of your ideas is essential. The precise structure of the paper will be influenced by your topic and approach, but generally your paper should include the following, general components:

1. An introduction explaining the nature of your topic and its significance.
2. A review of relevant literature – primarily refereed journal articles.
3. Your findings, including any relevant concepts or models that help elucidate the nature of your topic. Particular attention should be given to the forces affecting the changes or evolution of the segment you are examining – whether these are technological, economic, social, legal, or political.

4. A conclusion, including recommendations for further research and long-term trends relevant to some aspect of management or development.

Criteria for evaluating paper

- Format, grammar, writing style – clear, coherent, free of unnecessary jargon. Be sure to consult the style guidelines I will provide in class. (15%)
- Quality of references – refereed journal articles should be the majority (15%)
- Overall substance of body of report – depth, content, logic, use of empirical data or other evidence (50%)
- Conclusions, implications (20%)

Note on referencing

Tourism journals use a wide variety of referencing styles. Choose any one you like from any tourism journal as long as you are consistent throughout your citation list.

Potential presentation and paper topics – suggestions only

- Tools or indices for assessing or measuring sustainability in a tourism product or destination
- Profile of some tourism product or experience as an example of sustainable tourism (example include chocolate, tea, wildlife viewing, medicinal plants, medical tourism, volunteering, ethnic cultures, cuisine
- Challenges, opportunities, principles, or success stories in promoting sustainable tourism in a destination
- Critical assessment of tourism sustainability as a practical concept

University Policies

E-mail Communication

- As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the University and its students.

If You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise me via e-mail, with your name, id#, and e-mail contact. See the graduate calendar for information on regulations and procedures for Academic Consideration:

http://www.uoquelp.ca/registrar/calendars/graduate/current/genreg/sec_d0e1400.shtml
Drop Date

The last date to drop one-semester courses without academic penalty is Thursday, October 31. Two-semester courses must be dropped by the last day of the “add” period in the second semester. Refer to the Graduate Calendar for the schedule of dates:

http://www.uoguelph.ca/registrar/calendars/graduate/current/sched/sched-dates-f10.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. The Academic Misconduct Policy is detailed in the Graduate Calendar:

http://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1687.shtml

Recording in Class

Presentations which are made in relation to course work—including lectures—may not be recorded in any electronic medium without the permission of the presenter, whether an instructor, classmate, or guest lecturer.

Policy Resources

The Graduate Calendar is the source of information about the University of Guelph’s procedures, policies, and regulations that apply to graduate programs:

http://www.uoguelph.ca/registrar/calendars/graduate/current/