



**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

- Liu, Z. 2003. Sustainable tourism development: A critique. *Journal of Sustainable Tourism* 11(6):459 – 475.
- Schianetz, K.; Kavanaghe, L.; and Lockington, D. 2007. Concepts and tools for comprehensive sustainability assessment of tourism destinations. *Journal of Sustainable Tourism* 15(4):369 – 389.
- Ahn, B.Y; Lee, .BK; Schafer, C. S. 2002. Operationalizing sustainability in regional tourism planning: An application of the Limits of Acceptable Change framework. *Tourism Management* 23:1 – 15.
- Choi, H.S and Sirakaya, E. 2006. Sustainability indicators for managing community tourism. *Tourism Management* 27:1274 – 1289.

### 23 Sept: Tools and indicators for sustainable development – 2

- Farrell, B. and Twining-Ward, L. 2005. Seven steps towards sustainability: Tourism in the context of new knowledge. *Journal of Sustainable Tourism* 13(2):109 – 122.
- Hardy, A.L. and Beeton, R.J.S. 2001. Sustainable tourism or maintainable tourism: Managing resources for more-than-average outcomes. *Journal of Sustainable Tourism* 9(3):168 – 198.
- Roberts, S. and Tribe, J. 2008. Sustainability indicators for small tourism enterprises: An exploratory perspective. *Journal of Sustainable Tourism* 16(5):575 – 594.
- Waligo, V.; Clarke, J.; and Hawkins, R. 2013. Implementing sustainable tourism: A multi-stakeholder involvement management framework. *Tourism Management* 36: 342 – 352.

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

### 30 Sept: Local communities

- Nunkoo, R.; Smith, S.; and Ramkisson, H. 2013. Residents' attitudes to tourism: A longitudinal study of 140 articles from 1983 to 2010. *Journal of Sustainable Tourism* 21(1): 5 – 25.
- Nunkoo, R. and Ramkisson, H. 2009. Applying the means-end chain theory and the laddering technique to the study of host attitudes to tourism. *Journal of Sustainable Tourism* 17(3): 337 – 355.
- McGhee, N. and Andereck, K. 2009. Volunteer tourism and the “voluntoured”: The case of Tijuana Mexico. *Journal of Sustainable Tourism* 17(1): 39 – 51.
- Moeller, T.; Donicar, S; and Leisch, F. 2011. The sustainability-profitability trade-off in tourism: Can it be overcome? *Journal of Sustainable Tourism* 19(2):155 – 169.

### 7 Oct: Governance and heritage

- Hall, C. M. 2011. A typology of governance and its implications for tourism policy analysis. *Journal of Sustainable Tourism* 19(4):437 – 457.
- Gill, A. and Williams, P. 2011. Rethinking resort growth: Understanding evolving governance strategies in Whistler, British Columbia. *Journal of Sustainable Tourism* 19(2): 629 – 648.

Fennell, D. 2008. Eco-tourism and the myth of indigenous stewardship. *Journal of Sustainable Tourism* 16(2):129 – 149. .

Donohoe, H. 2012. Sustainable heritage tourism marketing and Canada's Rideau Canal World Heritage Site. *Journal of Sustainable Tourism* 20(1):121 – 142.

#### 14 Oct: Thanksgiving – no class

#### 21 October: Cultural Tourism

McIntosh, A.J. and Zahra, A. 2007. A cultural encounter through volunteer tourism: Towards the ideals of sustainable tourism? *Journal of Sustainable Tourism* 15(5):541 – 556.

Raymond, E.M. and Hall, C.M. 2008. The development of cross-cultural (mis)understanding through volunteer tourism. *Journal of Sustainable Tourism* 15(5):530 – 543.

Andereck, K.L.; Valentine, K.M.; Vogt, C.A.; and Knopf, R.C. 2007. A cross-cultural analysis of tourism and quality of life perceptions. *Journal of Sustainable Tourism* 15(5):483 – 502. .

Jamal, T. and Tanase, A. 2005. Impacts and conflicts surrounding Dracula Park, Romania: The role of sustainable development principles. *Journal of Sustainable Tourism* 13(5):440 – 455.

#### 28 Oct: Rural and agri- tourism

McGehee, N.M. 2007. An agri-tourism system model: A Weberian perspective. *Journal of Sustainable Tourism* 15(2):111 – 124.

Sharpley, R. 2007. Flagship attractions and sustainable rural tourism: The case of Alnwick Garden, England. *Journal of Sustainable Tourism* 15(2):125 – 143.

Brouwer, R.; Turner, R.K.; and Volsey, H. 2001. Public perception of overcrowding and management alternatives in a multi-purpose open-access resource. *Journal of Sustainable Tourism* 9(6):471 – 490.

McIntosh, A. and Campbell, T. 2001. Willing workers on organic farms (WWOOF): A neglected aspect of farm tourism in New Zealand. *Journal of Sustainable Tourism* 9(2):111 – 127.

#### 4 Nov: Culinary tourism

Everett, S. and Aitchison, C. 2008. The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of Sustainable Tourism* 16(2):150 – 167.

Tibere, L. and Aloysius, M. 2013. Malaysia as a food-haven destination: The vision and its sustainability. *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 2(1):37 – 52,

Poitras, L. and Getz, D. 2006. Sustainable wine tourism: The host perspective. *Journal of Sustainable Tourism* 14(5):425 – 448.

Sims, R. 2009. Food, place, and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism* 17(3):321 – 336.

#### 11 Nov: Management

Schwartz, K.; Tapper, R.; and Font, X. 2008. A sustainable supply chain management framework for tour operators. *Journal of Sustainable Tourism* 16(3):298 – 314.

Dolnicar, S. and Leisch, F. 2007. Selective marketing for environmentally sustainable tourism. *Tourism Management* 19:672 – 680.

Clarke, J. 2004. Trade associations: An appropriate channel for developing sustainable practice in SMEs? *Journal of Sustainable Tourism* 12(3):194 – 208.

Weaver, D. 2010. Indigenous tourism stages and their implications for sustainability. *Journal of Sustainable Tourism* 18(1):43 – 68.

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%
<b>Due:</b>	<b>December 16</b>

## 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.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec\\_d0e1400.shtml](http://www.uoguelph.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](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/>