



HFTM* 1070
Responsible Tourism Planning and Development
F 2023
0.5 Credits

General Course Information

Instructor:	Dr. Susan Dupej
<i>Email</i>	sdupej@uoguelph.ca
<i>Office Location</i>	TBA
<i>Office Hours</i>	By appointment/via Microsoft TEAMS/Zoom or in-person
<i>Department/School</i>	HFTM
Class Schedule:	Mondays, 10:30 – 11:20am (McKn rm. 229)
<i>Lecture</i>	Tuesdays, 10:00 – 11:20am (MINS rm. 128 & 11:30am – 12:50pm (McKn 314)
<i>Seminar</i>	*There are two seminars. Please check which seminar you are in*
Teaching Assistant:	TBA
<i>Email</i>	
<i>Office Hours</i>	
Pre-requisites:	N/A
Restrictions:	HTM*1070 This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations or semester levels during certain periods.
Classroom:	McKn rm. 229

Course Description

This course focuses on responsible aspects of tourism policy, planning and development in an international context. The scale, scope and structure of the tourism industry is examined within the broader context of development choices and their associated impacts (both positive and negative). Responsible tourism is explored from the perspective of several stakeholders (e.g., the tourist, tourism industry and government) and the “triple bottom line” (i.e., social, economic and environment) is used to analyse a range of issues that arise in destinations as a consequence of tourism. Students will gain an understanding of how responsibility is practiced in particular places with different types of tourism, and an ability to identify the possibilities for individual responsible tourism projects. Topics covered include: tourism impacts, sustainability, heritage conservation, cultural considerations and community participation.

Course Learning Outcomes

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

Knowledge and Understanding:

1. Identify the major challenges faced by the tourism industry and humanity more broadly and be able to link exercises and assignments back to those challenges.
2. Identify and describe the core concepts in tourism, including the scale, scope, and organization of the industry as well as its performance at the international level.
3. Discuss tourism's role within the UN Sustainability Development Goals and identify tourism's potential in meeting them.
4. Identify the roles of public and private sectors, NGOs, and professional and trade associations involved in the tourism industry in Canada and worldwide.

Discipline/Professional and Transferable Skills:

5. Analyze tourism development as a strategy for regional development and revitalization.
6. Write a variety of critical and analytical assignments that demonstrate the appropriate use of terminology applied to the hospitality and tourism industries.

Attitudes and Values:

7. Think critically about world trends as they pertain to tourism.
8. Critically appreciate the principals of sustainability and community involvement as they pertain to tourism through a variety of written and oral assignments.

Summary of Course Content and Materials

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 content. Additional relevant readings may be added to Course Link and students are expected to ensure these items are read.

Course Assessment

#	%	Brief Description	Associated Learning Outcomes	Due Date
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Assessment 1-3	30%	<p>Tourism Impacts in the News – An Analysis (10%) Students will find an article from an online media/news source that is about the impacts of tourism on a destination. Students will identify if impacts are social, economic and or environmental and provide an explanation as to why.</p> <p>Policy Paper on How to Improve Sustainability Through RT (10%) Students will write a policy paper that focuses on a destination of their choice or a sector of the industry. Course concepts will be applied to a real-world situation to address the ways the location/component of the industry can be made more sustainable through responsible action. The paper will include: (1) a background on the area of focus and why it is an important and relevant choice; (2) consider internal and external factors that impact the area of focus; (3) identify and evaluate a variety of options for how to improve sustainability through responsible action and; (4) recommend a path forward.</p> <p>Reinterpretation of a Tourism Experience (10%) Students will reflect on a personal tourism experience and, using course concepts, perform an analysis to derive a deeper level of understanding regarding responsible tourism from the tourist’s perspective.</p>	LO 1 – 8	<p>September, 26 2023 by 11:59pm (Submit to Courselink Dropbox)</p> <p>October, 13 2023 by 11:59pm (Submit to Course Link Dropbox)</p> <p>November 17, 2023 by 11:59pm (Submit to Course Link Dropbox)</p>
Assessment 5-6	30%	<p>Midterm: Multiple Choice (15%) will be written in the classroom during the regularly scheduled lecture time. The exam is multiple choice and heavily draws from the textbook. More information will be provided closer to the midterm date.</p> <p>Take-Home-Test (15%) will be administered on Tues. Oct 24th in seminar and will be due Fri. Oct. 27th.</p>	LO 2,3,4,7	<p>October 23, 2023 (Written in-class)</p> <p>October 27, 2022 by 11:59pm (Submit to Course Link Dropbox)</p>
Assessment 7	25%	<p>The final exam is cumulative, meaning it will cover content from the entire term (i.e., from before and after the midterm)</p>	LO 2,3,4,7	<p>Date: TBA Location: TBA</p>
Assessment 8	10%	<p>Participation grades will be based the meaningful oral and written contributions made by students to class discussions throughout the course. Further details will be provided.</p>	LO 8	<p>Ongoing throughout the term.</p>
Total	100%			

**CLASS
FORMAT**

Lectures are primarily based on textbook material. Students will get more from the lectures and perform better in seminar if they read the required chapters before class.

Seminars are a forum for student participation. It is an opportunity to ‘practice’ concepts covered in lecture and extend student learning by way of engaging one another in small group activities and discussions.

Course Resources

Required Readings: Goodwin, H. (2016). *Responsible Tourism*. Goodfellow Publishers

Other Resources: Links to recommended additional relevant readings and other resources may be posted to Course Link throughout the term. For some seminars, additional readings and resources may be added as part of course material closer to the date of the seminar. The instructor will announce any changes to readings on Course Link.

Class & Seminar Schedule

#	Date	Format	Topic	Readings/Preparation
1	Sept. 11	Lecture	Class Introduction & Course Overview	READ: Syllabus
	Sept. 12	Seminar	Personal Experiences Witnessing the Impacts of Tourism; Assessment Overview & Detailed Review of Assignment #1	READ: Assignment # 1 Instructions Tourism Impacts in the News; Participation Guide
2	Sept. 18	Lecture	Scope of Tourism: Structure, Scale & Impacts	READ: Preface <u>Sections from Chapter 1:</u> <i>Chapter Intro; Tourism; Cultures of consumption; The demand for experience and authenticity; Responsibility: What’s in a word?</i> <u>Sections from Chapter 3:</u> <i>Chapter Intro; Destinations; What is the purpose of tourism?; Economic development; Social inclusion; Placemaking; Regeneration; Cultural and natural heritage</i>
	Sept. 19	Seminar	Tourism Impact Presentations I	PREPARE: As part of Assignment #1, students will find an article from an online media/news source about the impacts of tourism on a destination and share it with the class during seminar (2-4 min informal presentation while staying seated)
3	Sept. 25	Lecture	Sustainability: Concept Evolution & Definitional Challenges	<u>READ: Sections from Chapter 1:</u> <i>Sustainable development: an oxymoron?; Sustainable tourism is not the same as responsible tourism; The tragedy of the commons</i> <u>Sections from Chapter 3:</u> <i>Destination sustainability</i>
	Sept. 26	Seminar	Tourism Impact Presentations II Detailed Review of Assignment 2	PREPARE: Presentations continued READ: Assignment #2 Policy Paper on Responsible Tourism
4	Oct. 2	Lecture	Corporate Social Responsibility vs. Responsible Tourism	<u>Sections from Chapter 1:</u> <i>Krippendorff’s legacy; The development of responsible tourist; Exercise responsibility, focus on outcomes and impacts; The myths about responsible tourism</i>
	Oct. 3	Seminar	Video: Goose with the Golden Eggs; Eco-Tourism	PREPARE: Questions to the video will be posed at the beginning of seminar to guide students as they watch the video; answers will be used as the basis for class discussion
5	Oct. 9	Lecture	No Class (rescheduled for Dec. 1)	No readings
	Oct. 10	Seminar	No Class (rescheduled for Dec. 1)	No preparation

6	Oct. 16	Lecture	Cases for Responsible Tourism & Destination Management	Chapter 2
	Oct. 17	Seminar	Midterm Review	Students will be provided with a midterm review, including example questions
7	Oct. 23	Lecture	Midterm	Study!
	Oct. 24	Seminar	Distribution of TAKE HOME TEST	Detailed instructions will be given to students regarding the take home test including: questions, format & due date
8	Oct. 30	Lecture	Roles of Governing Bodies (Political Responsibility)	Sections from Chapter 3: <i>Chapter Intro; Collective services; National government perspectives; Local governance; Responsible destination marketing; Sustainability and resilience</i>
	Oct. 31	Seminar	UN Sustainable Development Goals Detailed Review of Assignment 3	READ: https://sustainabledevelopment.un.org/topics/sustainabletourism READ: Assignment #3 Instructions Reinterpreting a Tourism Experience
9	Nov. 6	Lecture	Social Responsibility	Chapter 4
	Nov. 7	Seminar	Video: CNN Kamau Bell's United Shades of America, 'Hawaii for Hawaiians' (2022), Season 7, Ep. 7	READ: https://www.cnn.com/2022/08/18/us/hawaii-tourism-impact-united-shades-cec/index.html
10	Nov. 13	Lecture	Economic Responsibility	Chapter 5
	Nov. 14	Seminar	Policy Paper Presentations	PREPARE: As part of Assignment #2, students will present their policy paper (5 min presentation with PPT Slide); the 'UN Review Board' will vote on the best policy paper to forward for funding.
11	Nov. 20	Lecture	Environmental Responsibility	Chapter 6
	Nov. 21	Seminar	Policy Paper Presentations	PREPARE: Presentations continued
12	Nov. 27	Lecture	Tourist's Responsibility	Chapter 7
	Nov. 28	Seminar	Responsible Tourist "Scattagories"	A chance to earn 'bonus' marks!
13	Nov. 30	Seminar	No seminar (attend the last lecture on Dec. 1)	No readings
	Dec. 1	Lecture	Final Discussion & Exam Review	No readings; students will be provided with a final exam review, including example questions

Course Policies

Grading Policies

Unless an extension has been discussed with the instructor well in advance of the due date, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e., deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments

A grade of zero will be assigned if students fail to submit an assignment, unless the reason is illness or the student has other compassionate reasons. Please read the Undergraduate Calendar for the regulations

regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If students have religious observances that conflict with the course schedule or if students are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for alternative assessments, if appropriate.

Assignment Submissions

All assignments are to be submitted ELECTRONICALLY as a Word Doc. or PDF file to the appropriate Dropbox on Course Link.

Health-related Class Absences

Please regularly evaluate your own health according to Guelph – Wellington Public Health (<https://www.wdgpUBLICHEALTH.ca/>) or <https://www.uoguelph.ca/covid19/covid-info-for-students>. Do not attend class if you are ill / having any COVID symptoms.

You are encouraged to seek appropriate medical attention, the U of G Student Wellness Centre (<https://wellness.uoguelph.ca/>) is available to book an appointment with a medical professional. In the event of having COVID-19 or other contagious illness, please do not come to class. Instead, email me about your absence as soon as you are able so that appropriate accommodations can be explored.

Please note that documentation (a Doctor's note) for medical absences is not required. As part of their commitment to maintain confidentiality, to encourage more appropriate use of healthcare staff resources, and to support meaningful dialogue between instructors and students, Student Health Services will not provide documentation of illness.

University Policies

Academic Consideration

If 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:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.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/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 Student Accessibility Services as soon as possible. For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty is the last day of classes, **December 1, 2023**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

More information about Dropping Courses can also be found here:

<https://www.uoguelph.ca/registrar/coursesaddrop>


Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to

conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the University of Guelph Human Rights Policy. Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Date Submitted to Chair:	August 17, 2023
Chair Signature (Approval):	
Date Approved by Chair:	September 1, 2023