

Responsible Tourism Planning and Development  
F19  
0.5 Credits

### General Course Information

**Instructor:** Marion Joppe  
*Email* [mjoppe@uoguelph.ca](mailto:mjoppe@uoguelph.ca)  
*Office Location* MACS#306  
*Office Hours* By appointment  
*Department/School* HFTM

**Class Schedule:** Lecture: Friday, 10 -11:30 am, MINS Room: 300  
Seminar: Tuesday, 10 -11:30 am or 11:30-1:00 pm MACS Room 129

**Teaching Assistant:** Nazanin Tangestanizadeh  
*Email* [ntangest@uoguelph.ca](mailto:ntangest@uoguelph.ca)  
*Office Hours* 1<sup>st</sup> floor Library near information desk  
Fridays 12:00 – 2:00pm

**Pre-requisites:**

**Restrictions:**

### Course Description

This course provides an overview of the tourism industry globally, its scale, scope and organization. It focuses on the industry's role within a broader context of development choices and implications for responsible tourism planning. 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:**

#### Knowledge and Understanding:

1. Identify the major challenges faced by humanity 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 national and provincial level
3. Discuss tourism's role within the UN Sustainability Development Goals and identify

tourism's potential in meeting them

4. Translate the policy development process (i.e. the means whereby policy problems are defined, resolved and reviewed)

5. Identify 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:

6. Analyze tourism development as a strategy for regional development and revitalization

7. 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

8. Critically appreciate the principals of sustainability and community involvement as they pertain to tourism through a variety of written and oral assignments

9. Discuss critically the positive and negative impacts of tourism domestically and globally through seminar participation

#### 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 contents. Additional relevant readings may be added to Course Link and students are expected to ensure these items are read. Numerous seminars will require preparation at home a copy of which will be handed it at the beginning of the seminar and count towards participation.

#### Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	40%	Quizzes	LO 1 - 9	<i>Sept 24; Oct 4; Oct 18; Nov 19</i>
<b>Assessment 2:</b>	5%	Summary of overtourism destination	LO 5, 7 - 9	<i>Sept 20</i>
<b>Assessment 3:</b>	15%	Airbnb project	LO 4, 5, 7 - 9	<i>Nov 1</i>
<b>Assessment 4:</b>	30%	Final exam	LO 1-5, 7 - 8	<i>See exam schedule</i>
<b>Assessment 5:</b>	10%	Participation	LO 1-9	
<b>Total</b>	<b>100%</b>			

#### Teaching and Learning Practices

**Lectures** Lectures will often require pre-reading or the watching of videos. Powerpoints serve as general overview supplemented by examples, news stories and cases.

**Seminars** Same as lectures but with more discussion, reflection and feedback on insights gained and questions that arise

## Course Resources

**Required Text:** Harold Goodwin (2016). *Responsible Tourism*, Goodfellow Publishers

**Recommended Text:** The readings can be downloaded through the Library's on-line journal access or else are provided through Course Link.

## Course Flow

Sept 6	<b>Introduction and course overview</b> Introduction to course; expectations; assignments <i>Read up on global challenges:</i> <a href="http://www.millennium-project.org/15-global-challenges/">http://www.millennium-project.org/15-global-challenges/</a>
Sept 10	<b>Global context of challenges and major disruptions</b>
Sept 13	<b>"Innovation and Impact", introduction to overtourism</b>
Sept 17 + 20	<b>No seminar or class:</b> See instructions on CourseLink for Assignment #2
Sept 24	<b>Tourism definitions, structure, scale, scope, and organization</b> <b>Quiz 1</b>
Sept 27	<b>Review tourism performance worldwide: key countries</b> <a href="https://data.worldbank.org/indicator/ST.INT.DPRT?view=map&amp;year=2017">https://data.worldbank.org/indicator/ST.INT.DPRT?view=map&amp;year=2017</a>
Oct 1	<b>Tourism's performance at the national and provincial level</b> <a href="https://www.destinationcanada.com/sites/default/files/archive/830-Tourism%20Snapshot%20-%20December%202018/TourismSnapshot-Dec2018_EN_0.pdf">https://www.destinationcanada.com/sites/default/files/archive/830-Tourism%20Snapshot%20-%20December%202018/TourismSnapshot-Dec2018_EN_0.pdf</a> <a href="http://www.mtc-currentperformance.com/Home.aspx">http://www.mtc-currentperformance.com/Home.aspx</a> <i>Read: Canada's tourism vision: One year of progress</i>
Oct 4	<b>Tourism employment in Canada</b> <b>Quiz 2</b>
Oct 8	<b>Political ideologies and government decision making</b>
Oct 11	<b>Barriers, obstacles and international policy process</b> <i>Read: Joppe_International Tourism Policy</i>
Oct 14	<b>Fall Break</b>
Oct 18	<b>Conceptual evolution and definitional challenges of sustainability</b> Corporate Social Responsibility vs Sustainability vs Responsibility <i>Read: Textbook Chapter 1: What is Responsible Tourism?</i>
Oct 22	<b>Group discussion re Airbnb project</b> <i>Read:</i> background material on Airbnb and sharing economy/New Platform Tourism <b>Quiz 3</b>

Oct 25	<b>The need to redefine business</b> <i>Read: Textbook Chapter 2: The Business of Responsible Tourism</i>
Oct 29	<b>Tourism's role with the UN Sustainability Goals</b>
Nov 1	<b>Managing destinations – challenges and opportunities</b> <i>Read: Textbook Chapter 3: Responsible Tourism in Destinations</i>
Nov 5	<b>Guest Lecture: Costa Rica case, Video: Goose with the Golden Eggs</b> <i>Read: Sustainable Tourism Development: Different Shades of Green on CourseLink</i>
Nov 8	<b>Socio-economic challenges and opportunities related to tourism</b> <i>Read: Textbook Chapter 4: Social Responsibility and Chapter 5: Economic Responsibility</i> <i>Watch: Gavin Bates, Moving Mountains</i>
Nov 12	Child welfare and the travel industry guidelines <i>Read: Child welfare and the travel industry guidelines</i>
Nov 15	<b>Environmental Sustainability and climate change</b> <i>Read: Textbook Chapter 6: Environmental Responsibility</i>
Nov 19	<b>Calculating your carbon footprint</b> <b>Quiz 4</b>
Nov 22	<b>The future of tourism</b> <i>Read: Textbook Chapter 7: What's to be done? And Four Proposed Future Tourism Scenarios; How Bad Will It Get When Overtourism Meets Climate Change?</i>
Nov 26	<b>Exam review</b>

## Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, 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 you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your 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 you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment, if appropriate.

Where specified, assignments are to be submitted ELECTRONICALLY **in Word, spaced 1.5** through the Course Link dropbox.

## 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:

<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](mailto: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 November 29, 2019.

For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

<b>Date Submitted to Chair:</b>	August 8, 2019
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	