

HTM*4500 Journeys for Change 2022
Sustainable Tourism
0.5 Credit weight

General Course Information

Instructor:	Statia Elliot, PhD, MA, BComm
Email	statia@uoguelph.ca
Office Location	MAC 201
Office Hours	arrange by request
Department/School	School of Hospitality, Food, and Tourism Management
TA's:	None
Email	N/A
Office Location	N/A
Office Hours	N/A
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Class Schedule:	Online Info Session: March 15th or 17th tbd 3:00-4:00pm Online Classes: April 19 and 21, 3:00-4:30pm April 25-May 2 Cancun
Class Location	MACS 200
Final Exam:	N/A.
Pre-requisites:	7.5 credits
Co-requisites:	N/A
Restrictions:	<i>70% cumulative average and permission from instructor</i>

Course Description

This course provides an experiential opportunity to examine tourism sustainability in a sun destination, Cancun, Mexico. Specific topics that will be addressed range from tourism research through specific topics in sustainable tourism, hospitality principles; sustainable principles of leadership and multi-sector cooperation; and an integrative view of the local environment/economy and community engagement towards sustainability. The course will include an immersive team formation and integration at its outset followed by guided seminars and independent study aimed at a deep analysis of the challenges and opportunities of sustainable tourism. The main component of the course is an immersive one-week field engagement with the community of Cancun to conduct interviews, focus group discussions, and other research that may be necessary.

Course Learning Outcomes

e.g. Upon successfully completing this course, you will be able to:

Learning outcomes (LO):

- 1) Understand the nature of the tourism economy in Mexico;
- 2) Describe the vital interactions between the economy and the resources;
- 3) Analyze those interactions through the integration of concepts from sustainable leadership, hotel, food and tourism management research;
- 4) Identify existing and potential opportunities for sustainable practices;
- 5) Present a preliminary assessment framework prior to field trip;
- 6) Perform field research, analyze within the context of the assessment framework;
- 7) Devise several potentially impactful recommendations for sustainable practices;
- 8) Create a report based on those recommendations.

Indicative Content

After reading and reviewing sustainable tourism practices and principles, the students will spend one week in Mexico for their field study and engagement of tourism stakeholders. Prior to the trip, the students will be supported and guided by the lead faculty.

As a final assignment, the students will collaborate on the writing of a “white paper” to embody their Sustainable Tourism Practices Implementation Plan. This report will be presented to the Transat stakeholders so that real impact may result. At this stage, the paper may lead to recommendations, an action plan or lay the groundwork for further recommendations or studies.

Note that Students should have a valid Canadian passport with the appropriate visa/approvals to enter Mexico.

- Introduction to course, team-building exercises, general overview of problem.

Module 2 Self Study

- Principles/applications of sustainable hotel & tourism management.
- Principles/applications of sustainable food management.
- Principles/applications of leadership in responsible/sustainable management; multi-sector cooperation principles/applications.

Module 3 April 21

- Dealing with stakeholders, visitor entrance/exit interviews, etc.
- Development of research problem, research question, objectives, survey questionnaires & research methods to potentially use.

Module 4 April tbc

- Presentation of part 1 of plan including definition of objectives/problem, research methods.

Module 5 April 25 - May - 2nd, 2022

- On-site visit to Cancun to conduct on-site surveys, interviews, investigations.
- Consolidation of information and follow-up discussions as required (on-site).

Module 6 May 31st

- Delivery of a Sustainable Tourism Practices Report and final presentation online.

Course Assessment

			Associated Learning Outcomes	Due Date
Assessment 1:	10%	Pre departure discussion of reading	LO 1 LO 2 LO 3 LO 4	April 19
Assessment 2:	15%	Pre departure plan	LO 3 LO 6	April 21
Assessment 3:	40%	Sustainable Tourism Practices On-site Research	LO 3 LO 4 LO 6	Apr 25- May 2
Assessment 4:	35%	Final Report	LO 7 LO 8	May 31
Total	100%			

Teaching and Learning Practices

Lectures

- Two online lectures will be facilitated by the course instructor using a hybrid model where the start of the lecture will consist of directions, objectives and guidelines for further research and the remaining time will be dedicated to team research/work.
- During lectures, students will work on problem definition, team formation, ideation, team-building exercises, and work on goals including the development of a personal learning journal.

Labs N/A

Seminars N/A

Site/Field Trip

- Field visit to Cancun is tentatively scheduled for April 25th - May 2nd (after final exams).
- During field visit; research and interviews with local stakeholders will be scheduled and performed; daily debriefing and personal reflections will be facilitated with course instructor; draft of final report will be worked on.

Course Resources

Required Texts:

No texts are required for this course.

Recommended Texts:

From time to time, textbooks may be indicated as suitable for additional research.

Other Resources and Communication Methods:

The course instructor will guide and/or provide additional reference material to allow students to complete their research.

This course has a website (see <http://courselink.uoguelph.ca>). Please post any questions you may have on this website. Please use this website to communicate with the course learning community outside of the classroom.

I will be communicating with you via your central email account <mail.uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my email list or communicate to your Hotmail/yahoo/googlemail etc. account.

I will check my email regularly. Under normal circumstances students should expect a response from me within 48 hours.

Field Trips:

Costs are estimated to be \$500 per student.

Additional Costs:

N/A

Course Policies

Grading Policies

Unless otherwise indicated, a late penalty of 5% per day will be assigned for late submissions.

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

Please note that these policies are binding unless academic consideration is given to an individual student.

Course Policy regarding use of electronic devices and recording of lectures:

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 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 (SAS) as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.uoguelph.ca/csd/>

Course Evaluation Information

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

Drop date

If you cancel your participation in the Cancun, Mexico Field School on or after March 11, 2022, you will be required to pay the full amount of the Field School fee plus a cancellation fee. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

Additional Course Information

N/A

We thank and acknowledge Transat whose generous support has made this learning opportunity possible.



