

University of North Texas

College of Merchandising, Hospitality and Tourism

HMG2 2810: Introduction to International Sustainable Tourism (Spring 2023)

Class Schedule: Monday & Wednesday 2:00 PM - 3:20 PM (Location: SAGE 354)

Instructor: Dr. Joe O'Donnell; Office: Chilton Hall-359e

Email: joseph.odonnell@unt.edu

Office Hours: TBD or by appointment

Course Description

According to the World Tourism Organization, sustainable tourism is tourism that leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. The new sustainability paradigm gives compelling reasons for governments and the conventional tourism activity to seriously pursue the implementation of sustainable policies and practices.

The course explores the key sustainability-related themes in tourism and challenges for implementation of the operators and suppliers of tourism. Students will also gain the understanding of the economic, environmental and social aspects of tourism and why sustainability is a necessity.

Program Learning Outcomes (PLO):

1. Students will develop appropriate strategies for reaching their career goals in the global hospitality and tourism fields.
2. Students will develop analytical and quantitative skills enhanced by information technology to support smart business decisions in the Hospitality and Tourism Industry.
3. Students will integrate hospitality and tourism business principles and current trends to lead in diverse, collaborative, and global environments.
4. Students will apply innovative and imaginative methods to Hospitality and Tourism businesses utilizing ethical and sustainable practices.
5. Students will demonstrate effective and efficient communication skills in all settings.

Course Objectives

- Understand the sustainable tourism development core issues: the economic tourism impacts, social and cultural tourism impacts, and environmental impacts (PLO 1, PLO 3, PLO 5)
- Understand issues in policy and planning for sustainable tourism (PLO 1, PLO 3, PLO 5)
- Understand the major components of the sustainable tourism industry (Triple bottom line) (PLO 1, PLO 3, PLO 5)
- Identify tourism stakeholders as base and support for sustainable tourism development (PLO 3, PLO 5)
- Understand the role of key international organizations and stakeholders as support of sustainable tourism development (PLO 3, PLO 5)

Course Materials (Recommended but not required):

Swarbrooke, J. (1999). *Sustainable Tourism Management*. CABI Publishing: Oxon.

Liburd, J. J., & Edwards, D. (2010). *Understanding the Sustainable Development of Tourism*.
(Textbook is available through course reserve at Willis Library)

Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons (12th Edition) (Textbook is available through course reserve at Willis Library)

Note*: *Additional readings and handouts will be provided on Canvas (Make sure to visit Canvas regularly to get updates on the course materials)*

Classroom Expectations

- Arrive on time to join the class session. If you miss an in-class activity due to an unexcused absence, you will not receive credit for that class.
- Arrive prepared to participate in the discussion session. Do not sleep, read newspapers, books, magazines, or work on other assignments during the class session.
- Refrain from using your cell phone during the class session. Turn the ringer OFF before class begins and do not send text messages. Sending or receiving phone calls, text messages, or other forms of communication via a cell phone or similar device is strictly forbidden. Violations will count against class participation.
- Be respectful of your classmate’s opinions and contributions to classroom discussions. Inevitably, others will have different views than you on a certain topic. These dialogues should encourage each of us to think about topics from a new perspective and will contribute to a lively discussion. The classroom is a “safe place” where others will not be judged or ridiculed for their opinions, and where everyone should feel comfortable contributing to the discussion. Students who are disrespectful to their peers or the instructor will be asked to leave the session and will receive an unexcused absence for that class period.
- Honest and ethical conduct is both a required academic and professional behavior. Students who are found cheating, plagiarizing, or demonstrating poor ethical decision making will be subject to the full range of academic penalties presented in the UNT Student Handbook.

Grading

<i>Syllabus Agreement Form</i>	<i>20 points</i>
<i>Participation and Discussion</i>	<i>80 points</i>
<i>Pop-Quizzes</i>	<i>120 points</i>
<i>Self-Introduction</i>	<i>40 points</i>
<i>Travel Personality Quiz</i>	<i>40 points</i>
<i>Online Discussion Forum</i>	<i>120 points</i>
<i>Midterm Exam</i>	<i>140 points</i>
<i>Final Exam</i>	<i>140 points</i>
<i>Sustainable Tourism Paper (*Includes Presentation)</i>	<i>300 points</i>
Total	1000 Points

Grading Details:

1. Syllabus Agreement Form: 20 Points
2. Participation and Discussion: 80 Points
3. Pop-Quizzes: 120 Points (10*12)
4. Self-Introduction: 40 Points (40*1)
5. Travel Personality Quiz: 40 Points (40*1)
6. Online Discussion Forum: 120 Points (60*2)
7. Midterm and Final Exam: 280 Points (140*2)
8. Sustainable Tourism Paper (Includes Project Presentation): 300 Points
 - Part I: Background of Tourism Destination (40 Points)
 - Part II: Impact of Tourism (150 Points)
 - Part III: Sustainable Management of Tourism Destination (50 Points)
 - Part IV: Project Presentation (60 Points)

Letter Grades

This following grading scale will be used to determine final grade:

A	90%-100%
B	80%-89.9%
C	70%-79.9%
D	60%-69.9%
F	Below 60%

Course Requirements

In-Class Participation and Discussion

Attendance for the class session is required to take part in effective class participation and discussion. However, considering COVID-19, absences will be evaluated leniently to allow excused absence. Policies will be revisited to accommodate unforeseen circumstances. You must engage and actively participate in discussions based upon assigned readings and course content. During each class, we will be discussing key issues from selected readings and assignments.

Self-Introduction (Share a Picture - Optional)

For this assignment, you will introduce yourself in 200-250 words, information disclosure is voluntary. However, the purpose of the activity is to understand your traveling experiences (domestic or international). In this process, you will get to know your fellow classmates, which is an avenue for you to connect with each other. You will also require a reply to at least 4 responses from your peers. A guideline for this assignment will be available on Canvas.

Travel Personality Quiz and Discussion

You will take a travel personality quiz. Once you get the results, you post a brief discussion of your travel personality. You will also require a reply to at least 4 responses from your peers. The guideline will be posted on Canvas.

Online Discussion Forum

The online discussion forum will allow each student to assess online video and peer-review journal article (related to course content). The guideline will be posted on Canvas.

Exams

There will be two exams (Exam 1 and 2), each exam will cover the materials discussed and covered in the class (readings and lecture notes). Details for the exams will be provided during the class.

Make-up Examinations

Make-up exams will **NOT** be scheduled unless arrangements are made prior to the examination. Make-up exams will be arranged only under reasonable circumstances deemed as such by the instructor. All requests should be made as early as possible and sufficient evidence must be presented to support requests (i.e., doctor's note, Emergency Dean Note, other issues, etc.).

Pop-Quizzes

There will be weekly pop-quizzes (worth 120 points), which will be based on the content covered in the class. Pop-quizzes will be due before the class each week. There will be no make-up opportunities for unexcused absences, and make-up opportunities for excused absences will be provided within a limited timeframe-you need to consult your instructor in advance for such arrangements.

Sustainable Tourism Paper

Students are expected to work on a sustainable tourism paper, look at the assignment details for the components of sustainable tourism paper. The guideline for this assignment will be discussed in the class and uploaded on Canvas for a reference. Details will be further discussed in the class.

All written assignments (in MS Word Document) MUST follow this format:

- Typeface: Times New Roman
- Font: 12
- Margins: 1” on each side (and top and bottom)
- Spacing: 1.5
- Headings: Bold and/or underlined
- Ink color: Black

Revisions

The instructor reserves the right to revise this syllabus and list of requirements when, in his judgement, such revision will benefit the advancement of the course goals and objectives.

Tentative Class Schedule*(Subject to change as needed)

Week	Dates	Topics	Remarks
Week 1	1/17 – 1/19	Syllabus overview & course expectations	First Day of Class! Quiz 1 Self-introduction due 1/23
Week 2	1/23 – 1/25	Introduction to tourism	Quiz 2 Syllabus agreement form due 1/25
Week 3	1/30 2/1	Socio-cultural aspects of tourism	Quiz 3 Travel personality quiz due 2/6
Week 4	2/6 – 2/8	Economic aspects of tourism	Quiz 4 Project Part I due 2/13
Week 5	2/13- 2/15	Gringo Trails by Pegi Vail (Video)	Quiz 5 Online Discussion Forum due 2/20
Week 6	2/20 – 2/22	Environmental aspects of tourism	Quiz 6
Week 7	2/27 – 3/1	Tourism and sustainability	Quiz 7
Week 8	3/6 – 3/8	Midterm Exam Review 3/6 Midterm Exam 3/8	TBD
	3/13 – 3/17	Spring Break	
Week 9	3/20 – 3/22	Planning for sustainable tourism	Quiz 8 Project Part II due 3/27
Week 10	3/27 – 3/29	Assigned Journal Article	Quiz 9 Online Discussion Forum due 4/3
Week 11	4/3 – 4/5	Tourism development models	Quiz 10 Project Part III due 4/10
Week 12	4/10 – 4/12	Miscellaneous Topics (CSR, TBL, Ecotourism, and Voluntourism)	Quiz 11
Week 13	4/17 – 4/19	Miscellaneous Topics (CSR, TBL, Ecotourism, and Voluntourism)	Quiz 12

Week 14	4/24 – 4/26	Project Presentations	Project Part IV: Project Presentation
Week 15	5/1 – 5/3	Final Exam Review	
Week 16	5/8 – 5/10	Final Exam	TBD

**HMG T 2810: Introduction to International Sustainable Tourism
Fall 2022 Syllabus Agreement Form**

Worth 20 points

Carefully read the class syllabus and submit this syllabus agreement form (Printed Full Name with electronic signature or without signature will suffice the requirement). This form is uploaded on Canvas. Before signing the agreement, dedicate some time to read the syllabus in detail. If you have any questions, ask them in class or email them.

My signature below indicates that I have read and understand all the policies of this class. I am aware of the due dates for all assignments as well as the dates and times for the exams and the sustainable tourism paper. I hereby agree to abide by all policies as outlined in this syllabus and understand the penalties for non-compliance.

Signature: _____

Name (print): _____

Date: _____

