



## TOUR-237 – Sustainable Tourism

### Business

**Effective Term & Year:** Fall 2022

**Course Outline Review Date:** 2023-03-01

**Program Area:** Tourism, Recreation, & Hospitality

#### Description:

This course examines the relationship between tourism and the economy, the environment and society. It introduces the concept of sustainable tourism including tourism impacts, community-based tourism, triple bottom line, resilience, stewardship and strategies to maximize the benefits and minimize the impacts to ecosystems, communities and visitors.

#### Program Information:

This course is required for the Tourism Management Diploma program.

**Delivery Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Business Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	

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Other

Total	45
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### Course Requisites:

- Earned a minimum grade of C- (55%) in each of the following:
  - **TOUR111** – Introduction to Tourism (3)
  - **ENGL100** – English Composition (3)

### Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

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### Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

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### Textbook Resources:

Textbook selection varies by instructor and may change from year to year. The following textbook may be used as a foundation for the course:

Reading Package available at COTR Bookstore

*Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.*

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### Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- Explain the role of natural resources (such as forests, mountains, and lakes) as tourism

generators;

- Appreciate the uniqueness of adventure tourism with respect to the behaviour and attitudes of tourists visiting natural settings;
- Understand the impacts of tourism on natural resources and local communities, and strategies for minimizing those impacts;
- Recognize the potential benefits tourism can bring for conserving natural resources and sustaining local communities;
- Expand one's understanding of how tourism operators can work with government, industry and local communities toward the achievement of sustainable tourism development in Canada and in other countries;
- Be aware of why environmental ethics and environmental stewardship are significant concerns for the tourism industry;
- Describe the principles, concepts and applications of sustainability as applied to tourism.
- Compare the impacts of human use on natural areas and socio/cultural contexts and describe planning and management approaches to mitigate these impacts.
- Identify stakeholders involved in sustainable tourism and explain their role in planning and management.
- Analyze the interrelations and implications between climate change and tourism
- Describe the "carrying capacity model," and how this model can influence the management of natural resources for tourism

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## Course Topics:

### I Introduction

1. Relationship between Tourism and the Environment
2. The Global Environment
3. Meanings of Sustainability and Sustainable Tourism
4. Principles of Sustainable Development

### II Tourism, the Environment, and the Community

1. Elements Necessary for Tourism Development
2. What are 'Carrying Capacities'?
3. Integrated Tourism Development
4. Principles of Sustainable Tourism
5. Partners for Sustainable Tourism Development
6. Tourism: Supply and Demand
7. Integrated Community Planning
8. The Tourism Industry, the Environment, and the Community: impacts and solutions

### III Managing Environmental, Economic & Social Impacts of Tourism

1. Introduction to the Social and Cultural Impacts of Tourism
2. Managing Economic, Environmental, Social and Political Impacts of Tourism
3. The Multiplier Effect

4. Tourism as a Strategy for Sustainable Community Development
5. Coping with Saturation
6. Educating Tourists & the tourism Industry
7. Roles in Supporting Sustainable Tourism

#### IV First Nations Tourism

1. First Nations Issues Regarding Resource Management
2. First Nations Land Claims
3. Treaty Negotiations

*See instructor syllabus for the detailed outline of weekly readings, activities and assignments.*

## Evaluation and Assessments

### Assessment Type: On-Campus (face-to-face) and Online, or Hybrid

Assessment Type	% of Total Grade
Bi-weekly Assignments (7 @ 5% each)	35%
Major Assignment	40%
Unit Exams (2 x 12.5% each)	25%
Total	100%

## Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Pass requirements:** None

**Evaluation Notes:** Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

### Evaluation Notes Comments:

*Please see the instructor syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.*

**Note:** Regular attendance is expected. Absence for more than three classes without arrangement with the instructor result in one grade loss for the final mark. Late assignments will lose 10% for each calendar day. The mark for assignments decrease by 10% for each calendar day that the assignment is late.

**Exam Attendance:**

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

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**Academic Policies:**

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
  - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
  - Policy 2.5.8 Academic Performance
  - Policy 2.5.3 Grade Appeal
  - Policy 2.4.9 Student Concerns Re Faculty
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**Equivalent Course(s) and Course Code Changes**

Equivalent Course: Students who have received COTR credit for TOUR 237 may not receive additional credit for ATBO 207 or ENST 200.

Prior Course Code: TOMA 137 >> TRMP 237 >> TOUR 237

Date changed: November 2017

**Course Changes:**

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.