



TOUR-237 – Sustainable Tourism

Business

Effective Term & Year: Fall 2023

Course Outline Review Date: 2028-03-01

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 environmental stewardship and sustainable tourism, best practices in these areas, and management strategies to maximize benefits and minimize impacts to ecosystems, communities and visitors. Students will identify and analyze tourism impacts (both positive and negative) and explore how tourism relates to stewardship, sustainability approaches, planning, and various 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. This course may count as an elective in other programs, view the program outline or speak to an Education Advisor.

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	
Other	
Total	45

Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in each of the following:
 - **TOUR111** – Introduction to Tourism (3)
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - **ENGL100** – English Composition (3)
 - **COMC101** – Technical and Professional Writing (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.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

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:

Fennel, D.A. & Cooper, C. Sustainable Tourism: Principles, Contexts & Practices. Channel View

Publications, 2020.

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

Learning Outcomes:

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

- Describe principles, concepts and applications of sustainability as applied to tourism with discussions on how humans relate to, value and behave with respect to the natural environment;
 - Explain the value of natural resources as tourism generators alongside impacts and management strategies of human use on ecosystems, biodiversity and natural areas;
 - Explain the role various stakeholders have in resource management and planning;
 - Identify sustainability and environmental stewardship principles and frameworks that support minimal impacts to the environment and cultures while maximizing benefits to communities and future generations;
 - Describe the interrelations and implications between climate change and tourism; and
 - Describe both the global and local interrelationship between governmental and non-governmental bodies that impact the sustainability of tourism operations.
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Course Topics:

1. Introduction to Sustainable Tourism

- Relationship between Tourism and the Environment
- The Global Environment
- Definitions and Worldviews of Sustainability and Sustainable Tourism
- Sustainable Development Principles and Frameworks (i.e. UN Sustainable Development Goals)
- Environmental Stewardship concepts (i.e. natural capital, ecosystem services, biodiversity, climate change, natural resources)

2. Tourism, the Environment, and Community

- Elements Necessary for Tourism Development
- Carrying Capacity
- Integrated Tourism Development and Planning
- Sustainable Tourism Issues and Best Practices

3. Managing Tourism Impacts

- Introduction to the Social and Cultural Impacts of Tourism
- Sustainable Tourism Management Strategies
- Ecotourism, Responsible Tourism and other Sustainable Tourism Approaches
- The Multiplier Effect
- Tourism as a Strategy for Sustainable Community Development
- Coping with Saturatuib
- Educating Tourists & the Tourism Industry
- Roles in Supporting Sustainable Tourism

4. Indigenous and Cultural Tourism

- Indigenous Issues Regarding Resource Management
- First Nations Rights and Title
- 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
Assignments (5 @ 5% each)	25%
Participation & Reflection	20%
Major Assignment	20%
Midterm	15%
Final Exam	20%
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

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

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.

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.