**PLS 360 Fall 2015**

# Sustainable Tourism

Meeting Time: Tues/Thurs 12:30 – 1:45pm

Classroom: ML Commons

Instructor: Rick Gage

E-mail: gager@marshall.edu

Office: 105 Morrow Lib

Office Hours: Mon/Wed 1:00-3:00pm

 Tues 2:00-4:00pm

**Course Description and Objectives**

From Course Catalog: “This course will examine the critical issues addressed by sustainable tourism, which are the positive and negative influences of tourism on the destination’s economy, society, culture, and environment.”

The primary objective of this course is to introduce students to the concepts, principles, issues, and management mechanisms of sustainable tourism. We will discuss tourism in general, sustainable development, and how tourism operations can seek to achieve success without damaging the sociocultural, economic, and ecological systems in which they are a part. This course will rely heavily on student participation in discussion-based projects and case studies.

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| **Course Student Learning Outcomes**  | **How students will practice each outcome in this Course** | **How student achievement of each outcome will be assessed in this Course** |
| Students will know key concepts and characteristics of sustainability | Chapter discussions, low-stakes writing (chapter summary/questions) | Quizzes, chapter reflection papers |
| Students will assess the positive and negative impacts of tourism development for both the tourism enterprise and the host community | Case study practice, participation in other group-led case study discussions | Individual/group case study presentations |
| Students will critically analyze text and lead a meaningful discussion about a complex topic | Discussion practice activity, participation in other group-led chapter discussions | Chapter presentation & Discussion, quizzes |
| Students will identify contemporary problems and issues relating to sustainable tourism | Guest lectures, field activities, current events article discussions | Current issues article reflection, quizzes |

**Required Readings**

Weaver, D. 2006. *Sustainable Tourism: Theory and Practice* (1st Ed). Elsevier.

Additionally, handouts, text chapters & other readings will be assigned throughout the semester as needed. **Students are expected to read these articles** and be prepared to discuss them during the assigned class period. This information will appear on quizzes.

**Course Requirements**

**Chapter Presentations and Discussion: (20% of semester grade)**. Working independently or in pairs/groups, students will be assigned one or more chapters from Weaver’s book that they will read critically and analyze. They will present the material with a 20-30 minute presentation (PowerPoint or similar). Following the presentation, they will lead a **discussion** with the class about the book chapter, asking relevant questions to foster communication about the key concepts. Students must meet with the instructor prior to their presentation day to discuss the material. Chapters will be assigned before the third week of classes.

**Reflection Paper/Current Events Review: (10% of semester grade).** Following their chapter presentation, students will write a 3-5 page reflection paper, summarizing the class discussion and addressing any unanswered questions. Students should also locate one or more recent news articles relating to sustainable tourism and draw connections between their chapter of the text and the article. Papers will be due one week after the chapter presentation.

**Chapter Presentation Discussion Questions: (10% of semester grade)**. On days when students are not presenting, they will be required to actively participate in the class discussion. To ensure that students have done the readings and are prepared to discuss, they will be required to write three discussion questions that demonstrate their understanding of the material or that will help to clarify confusing topics. These will be submitted on Blackboard no later than 1 hour prior to class time.

**Case Study Presentation: (30% of semester grade)**. Students will select and present a case study to the rest of the class. Presentations should last approximately 20 minutes with a brief class discussion to follow. Details about the content and a presentation schedule will be released later in the semester.

**Quizzes: (20% of semester grade)**. There will be four short quizzes throughout the semester. These quizzes will cover material provided through class lectures, discussions, readings, and guest presentations. All quizzes are non-cumulative. Quizzes are tentatively scheduled for Sept. 15, Oct. 15, Nov. 5, and Dec. 3.

**Class Attendance and Participation: (10% of semester grade)**. Because the class relies so heavily on participation and discussion, **attendance at each class is mandatory**. However, each student will be allowed one “un-excused class” per semester (except for Quiz dates, Case Study dates, or other key dates). Two or more un-excused absences will result in a *significant* reduction in your class attendance and participation grade. Any absences due to illness or other exempted reason must be documented according the Marshall University Policy. In addition to attendance, in-class participation will be evaluated at the end of the semester and can contribute *significantly* to this portion of the grade. This portion of your grade is not a given, and you will be expected to earn your grade beyond just “showing up.” This means speaking in class, asking appropriate questions, participating in learning activities, and taking adequate notes during lectures. Be aware that Marshall University has updated their attendance policy for undergraduates. Details can be found here: <http://www.marshall.edu/catalog/files/UG_15-16_final_published.pdf>

**Student Evaluation**

Chapter Presentation 20%

Reflection Paper 10%

Discussion Questions 10%

Case Study Presentation 30%

Quizzes 20%

Attendance & Participation 10%

**Grading Scale**

A = 90 or above B = 80-89 C = 70-79 D = 60-69 F = 59 or below

### Grading Policy

All written course assignments (e.g., Course Project) should be **typed in Times New Roman, 12-point font**, **double-spaced, with 1-inch margins and use APA format** unless otherwise specified. Grading of these assignments will be based both on content as well as the style and adequacy of the presentation itself. This project should be neat, succinct, clear, and use the appropriate terms. Spelling/grammar will be evaluated. In-class assignments are to be neatly written, signed by all group members, and submitted at the end of the class period. **Late submissions will not be accepted.**

**Classroom Expectations**

Please be considerate of the other students in the class. It is up to you whether or not you choose to attend class and if you choose to pay attention. It is unfair, however, for you to negatively impact the ability of others students to learn. Please take care that your actions are considerate and do not detract from the learning environment. **Once class has begun, please refrain from sending text messages, reading newspapers, or otherwise distracting from the class discussion**.

It is also expected that the opinions and backgrounds of all class members will be welcomed and respected. All students are encouraged to participate in class discussion, but please address others with respect.

**Accessing Course Information**

Power-point slides, assignments, and other necessary class information will be posted on Blackboard. The website for Blackboard is marshall-bb.blackboard.com. It is imperative that you have access to Blackboard and that you **check your MU email regularly.**

**Academic Integrity**

Please be aware that academic integrity is taken very seriously at this university and in this class. Any type of cheating or plagiarism will not be tolerated. Plagiarism includes citing anyone else’s words or ideas in your own writing without giving credit. Additionally, self-plagiarism will not be tolerated in this course. This includes turning in assignments that have previously been used for another class or purpose. All assignments must be completed specifically for this course. More information regarding plagiarism is provided in the Marshall University handbook. However, if you have a question about any academic integrity issues, please contact me.

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to [www.marshall.edu/academic-affairs](http://www.marshall.edu/academic-affairs) and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <http://www.marshall.edu/academic-affairs/?page_id=802>

Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment