

General Course Information

<u>Instructor:</u>	Lena Jingen Liang
<i>Pronouns</i>	She/her/hers
<i>Office Location</i>	MINS 023
<i>Office Hours</i>	By appointment
<i>Department/School</i>	School of Hospitality, Food and Tourism Management
<i>Email</i>	jliang@uoguelph.ca
<i>TA</i>	

Lecture Time and Location:

Lecture: Monday 8:30-9:50am, Zoom;

Seminar: Tuesday 10:00-11:20am, MINS 128; Tuesday 11:30am-12:50pm, MACN 202

Course Description

This course provides an overview of the tourism industry globally, its scale, scope and organization. It focuses on the industry's role within a broader context of development choices and implications for responsible tourism planning. Topics covered include reasons for development; tourism development as a strategy for urban revitalization; tourism's links to heritage conservation and regional development; sustainability and the adverse impacts of development; cultural considerations and community participation; and the importance of context for individual tourism projects.

Course Learning Outcomes (CLO)

Upon successfully completing this course, you will:

Knowledge and Understanding:

1. Identify the major challenges faced by humanity and be able to link exercises and assignments back to those challenges.
2. Identify and describe the core concepts in tourism, including the scale, scope, and organization of the industry as well as its performance at the national and provincial level

3. Discuss tourism's role within the UN Sustainability Development Goals and identify tourism's potential in meeting them
4. Translate the policy development process (i.e., the means whereby policy problems are defined, resolved and reviewed)
5. Identify the roles of the public and private sectors, NGOs, and professional and trade associations involved in the tourism industry in Canada and worldwide

Discipline/Professional and Transferable Skills:

6. Analyze tourism development as a strategy for regional development and revitalization
7. Write a variety of critical and analytical assignments that demonstrate the appropriate use of terminology applied to the hospitality and tourism industries

Attitudes and Values

8. Critically appreciate the principals of sustainability and community involvement as they pertain to tourism through a variety of written and oral assignments

Course Assessment

Individual		Associated Learning Outcomes	Due Date
Course engagement	10%	LO 1-8	Sept 13 – Dec 3
Course discussions	10%	LO1, 2, 4, 5, 7-8	Oct 19, Nov 16
Quizzes	20%	LO5, 7-8	Oct 5; Nov 9
Final exam	20%	LO5, 7, 8	See exam schedule
Individual reflection	8%	LO1, 2, 4, 5, 7-8	Dec 6
Team			
Team Contract	2%	LO 1, 2, 8	Sept 28
Presentation	15%	LO 1-8	Nov 30/Dec 2
Final report	15%	LO 1-8	Dec 3

Tentative lecture schedule:

Week	Topic / Task	Content / Activities	Readings
1 Sept 13	Introduction; Course Outline	<ul style="list-style-type: none"> Knowing about your professor and this course 	Course outline
2 Sept 20	Introduction to Tourism	<ul style="list-style-type: none"> Tourism Definitions Structure, scale, scope, and organization of tourism 	Textbook Chapter 1: What is Responsible Tourism – Tourism (p.1 - 10)
3 Sept 27	What is Responsible Tourism	<ul style="list-style-type: none"> Difference between Responsible Tourism and Sustainability Tourism 	Textbook Chapter 1: What is Responsible Tourism (p.11-33)
4 Oct 4	Myths about responsible tourism; Responsible Tourism from the consumer perspective	<ul style="list-style-type: none"> Myths about responsible tourism and its critique 	Textbook Chapter 1: What is Responsible Tourism (p.43-47)
5 Oct 11	Holiday -- Classes rescheduled to Dec 3		
6 Oct 18	Responsible Tourism from the business perspective	<ul style="list-style-type: none"> Responding to the changing expectation of consumers; CSR and its relations with Responsible Tourism 	Textbook Chapter 2: The Business of Responsible Tourism
7 Oct 25	Responsible Tourism from the destination perspective	<ul style="list-style-type: none"> Concept of destination; purpose of tourism 	Textbook Chapter 3: Responsible Tourism in Destinations

		<ul style="list-style-type: none"> governance and communities in destinations 	
8 Nov 1	Social responsibility	<ul style="list-style-type: none"> Defining social responsibility Authenticity Hedonistic tourism Child protection 	Textbook Chapter 4: Social Responsibility
9 Nov 8	Economic responsibility	<ul style="list-style-type: none"> Economic impact Community-based tourism 	Textbook Chapter 5: Economic Responsibility
10 Nov 15	Environmental responsibility	<ul style="list-style-type: none"> Environmental Sustainability and climate change Ecological footprint 	Textbook Chapter 6: Environmental Responsibility
11 Nov 22	What's to be done	<ul style="list-style-type: none"> The ethic of responsibility 	Textbook Chapter 1 (p.33-42) & Chapter 7: What's to be done?
12 Nov 29	The future of tourism	<ul style="list-style-type: none"> COVID-19 impact and travel sentiment 	Destination Canada: Forecast Update _June 2021_EN
13 Dec 3 (Friday)	Final discussion and final exam review		

Remarks: Note that lecture topics might be added/removed or moved around depending on our progress throughout the semester.

Course Resources

Recommended Texts:

- Harold Goodwin (2016). Responsible Tourism: Using Tourism for Sustainable Development, Goodfellow Publishers

(This can be accessed for free via UoG library, e-text)

- And other required weekly readings that can be downloaded through the Library's on-line journal access or else are provided through Course Link

Course Policies

Teamwork expectations

One learning outcome of this course is related to project management and teamwork. We have implemented a number of assessments and check points to help you achieve this Learning Outcome. It is your responsibility to reach out to us early if and when team challenges occur.

Assignments

Students will honor deadlines for projects, evaluations and other assignments set forth by the instructor. Specific deadlines will be given in the related course outline, and the instructor has the right not to accept assignments after the stated date due. All special requests pertaining to projects, evaluation and exams not addressed on the syllabus will be evaluated by the instructor.

Late assignments

We want you to succeed and we hope we will not have to deduct points for late submissions. However, submitting assignments on time is an important skill that is easily transferred to the workplace. For instance, if your manager asks you to send her a report by a certain date and time, you need to do it or make sure to discuss alternatives with her ahead of the due date. Similarly, unless you have discussed an extension well ahead of the due date with the instructor, we will generally assign late penalties of **5% per day** (including weekends) to individual assessments (i.e., deducted from the assessment mark), unless otherwise noted on specific assessment documents. The penalty per day for team assessments is set to **10% per day**. Late assignments will not be accepted once graded assignments have been returned officially to the class at large. Exceptions may apply depending on the circumstances.

Questions about a grade will only be answered by the TA or the Instructor within 7 days following the grade release.

If you find yourself unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, we encourage you to review the regulations on academic consideration in the Academic Calendar and discuss your situation with the instructor, program counselor or other academic counselors as appropriate.

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

Make-Up Exam Policy

There is NO set make-up for exams, quizzes, and in-class assignments. Taking a make-up exam or quiz is a privilege, not a right, and will be granted only in rare circumstances.

Attendance

Students are expected to attend classes on a regular basis. Be courteous to be on time and stay until the class dismisses.

Email Etiquette

Students will practice proper email etiquette or “netiquette” when addressing faculty, staff, students and outside professionals. Students are expected to use University of Guelph assigned email accounts for all university related communication. Email use does not relieve students of the responsibility or confirming the communication with the instructor. A timely email response from the instructor should be expected, but the email response will be subject to her commitments beyond the classroom, such as research, scholarly activity and service.

- Properly address the recipient (e.g., Hi Lena. Please do not begin your message with “hey”).
- Indicate what class you are referring to and who you are (name, HTM1070).
- Write your message in full sentences (Avoid using e.g., thnx, idk)
- End your email with your signature (e.g., John Smith, title, email address or phone number).

Communication via the University email and CoursLink

Check the University email and visit the CourseLink regularly.

- All class materials including updated schedule, assignments, class notes, extra readings, etc. will be communicated on CourseLink.
- Personal issues related to the class should be discussed only through email or in instructor’s office.
- Be courteous with others when emailing or posting materials on CourseLink.

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 email 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 as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

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

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is the last day of Fall 2021 classes. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/dropping-courses/>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	