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## **SUSTAINABLE TOURISM**

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In the Sustainable Tourism course, students learn about the profound changes that are taking place worldwide in the tourism industry—changes that will permanently alter the development, management, and relationship of every tourist business to its community. Students begin by familiarizing themselves with some of the basic concepts of sustainability: measuring a person's carbon footprint, recognizing the implications of the Limits of Acceptable Change model, understanding the latest research about climate change. Students then consider approaches to land use and sustainability, including trends in alternative tourism and multiple-use policies. Students explore the economic and social impacts of tourism and how community-based sustainable tourism programs can mitigate negative effects. Next, students learn the implications of sustainability for hospitality and tourism businesses. They explore corporate social responsibility policies and evaluate how a business can demonstrate its commitment to sustainability. Students explore careers in sustainability, including sustainability management jobs and opportunities with governmental and nongovernmental organizations (NGOs).

## **KEY LEARNING OBJECTIVES FOR THE COURSE**

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1. Explain the difference between nonrenewable and renewable resources
2. Define the key terms carrying capacity and limits of acceptable change
3. Describe how global climate change is affecting tourism
4. Display understanding of the importance of restoration of the natural environment
5. Summarize current trends in the rapidly evolving field of alternative tourism
6. Summarize the six principles of ecotourism
7. Compare and contrast the positions of different stakeholders involved in multiple-use tourism and recreation projects
8. Describe positive and negative economic and social consequences of tourism for host communities
9. Identify the competing interests involved in tourism development in host communities
10. Describe the relationship between tourism and the local economy
11. Compare and contrast community-based sustainable tourism (CBST) with the traditional profit-driven development model of multinational HT operations/businesses
12. Identify the criteria necessary for tourism development in emerging markets
13. Define corporate social responsibility (CSR)
14. Summarize the ways hospitality and tourism facilities can be constructed to meet green guidelines and criteria
15. Characterize the ways in which consumers drive the change toward sustainable practices

16. Identify ways consumers can determine if a business or an attraction is committed to sustainable practices

## **CULMINATING PROJECT DESCRIPTION**

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For their culminating projects, students propose a new business or service in hospitality or tourism that will improve the sustainability of their local tourism community. Students research existing sustainable businesses, conduct interviews, develop their own corporate social responsibility policy, and consider how their business can behave sustainably in a variety of ways. Students develop a business proposal and create a pitch to showcase their idea for the community. Students participate in a Sustainable Business Ideas Fair where industry professionals and community members view their pitches and proposals.

### **Project Components:**

Over the course of this project, students gather information and create a proposal for their business. Information includes:

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- An overview of the local hospitality and tourism industry
  - An explanation of the proposed business or service
  - A description of how the business or service would demonstrate social and environmentally sustainable principles
  - An analysis of how the business or service would meet a need within the local community
  - A Corporate Social Responsibility statement for the new business
  - A plan to incorporate specific sustainable management principles into the running of the business
  - Interviews with local community members who might become customers, supporters, or employees of the business
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After compiling or developing these documents, students write an executive summary that highlights the key points about their business.

Students also develop a multimedia pitch promoting their business. The pitch is modeled on the pitch videos commonly seen on crowdfunding sites like Kickstarter; the goal of the pitch is to convince the viewer to support the business or become a customer.

## **CULMINATING PROJECT ASSESSMENT**

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There are two main assessments for the project:

- A detailed written proposal, assessed using a rubric
- A multimedia pitch, assessed using a rubric

Both components are presented to an invited audience at the Sustainable Business Ideas Fair.