

COURSE SYLLABUS

IDH 4007 SUSTAINABLE TOURISM COSTA RICA 2024 PROFESSOR CAROLIN LUSBY

Course Introduction Sustainable Tourism

Students will be able to understand and apply the concept of sustainable tourism: An activity that takes full account of its current and future economic, social, and environmental impacts. Students will learn how sustainable tourism produces a ripple effect while developing local and global economies, benefiting communities, and enriching culture. This theoretical course explores success cases of sustainable tourism around the world and Costa Rica. This class is associated with all development and tourism courses.

COURSE AIM

This course stresses the interrelatedness of global tourism.

- To introduce concepts and tools of sustainable tourism operation and management.
- To identify global tourism stakeholders and sustainable tourism organizations as base and support for sustainable tourism development.
- To understand the role of key international initiatives, organizations and stakeholders as support of sustainable tourism development.
- To get to know major international, national, regional and local labels, certification programs and different types of initiatives for business, attractions, cultural heritage, protected areas and tourism destinations in general.
- To introduce the concepts of Environmental Management Systems and Sustainability Reporting as new processes that companies and organizations are now a day's adopting
- To present international case studies that demonstrates progress in sustainable tourism issues worldwide.

LEARNING OUTCOMES/OBJECTIVES

This class examines the issue of sustainability in tourism and hospitality at the global level, examining the interrelatedness of tourism impacts through different lenses. By the end of the class, students should be able to:

- Students will be able to evaluate the holistic and interrelated dimensions of sustainability.
- Students will be able to discuss sustainability through the lens of various local, national and international stakeholders and describe their rights and responsibilities towards more sustainable tourism development.
- Students will be able to identify different international certification programs.
- Students will be able to analyze the different tools to operate and manage companies, attractions and destinations with sustainability.
- Students will be able to explain the concept of accreditation and certification in an international context.
- Students will be able to understand ways to be globally engaged in improving sustainability in tourism.

TEXTBOOK & OTHER REQUIRED MATERIAL

ATTENDANCE

Classes will consist of lectures, discussions, audiovisual presentations, practical projects and the possible participation of invited guest speakers.

This course requires that students regularly attend class sessions since the topics will refer to national and international updates on events, case studies, data and which are not found in textbooks.

ASSIGNMENTS

There will be a class project, class discussions and quizzes. More detailed information is given in the course outline. Your project will be done in groups of 3-5 highlighting economic, socio-cultural and environmental impacts from the perspective of different stakeholders and how tourism impacts are interrelated. You will also highlight how sustainable tourism could minimize negative impacts and maximize positive impacts on the economy, local people/cultures and the environment.

EXAMINATION

There will be two exams, which may include true/ false, multiple choice matching and essay questions. If a valid reason keeps a student from attending one exam at the scheduled time, it is the student's responsibility to contact the professor prior the exam.

GRADING

Discussion/Quizzes	25%
Movie Activity	5 %
Individual Project	10%

Exam 2	20%
Mid Term exam	20%
Project presentation	20%
Final grade:	100%

Course Outline

Module	Topics and Global Learning Outcomes	Assignment and Grades
Introduction	Tourism Introduction Ch 1); History of Tourism Sociology and Psychology of Travel	Intro Blog (5pts)
Issues in Sustainable Tourism Day 1	Issues in Sustainable Tourism Sustainable Development Goals and Tourism Emergence of Sustainable Tourism	Quiz 1(5 pts)
Alternative versus Mass Tourism	Ecotourism	
Marketing versus Greenwashing	Marketing Sustainable Tourism Green Consumers Green Washing (GE)(GP) Costa Rica Intro	Discussion Board 2 (5 pts) The environmental tourist (5)
Quality Control Sociocultural Impacts and Indicators	Codes of Conduct Awards Certifications Green Globe Sociocultural Impacts/Indicators (GA)	Quiz 2 (5 pts) Discussion Board (5 pts)
Economic and Environmental Impacts/Indicators	Environmental and Economic Impacts and Indicators/Management (GP) (GA)	Test 2 20 points
Sustainable Destination Development	Spatial Techniques Visitor Management Techniques (GE)	Group Projects Due (20 pts)

Active Learning Strategies

Group Project: Pick a destination of your choice. Examine what stage of the destination life cycle it is in, what types of tourists it attracts and what major impact tourism has on

the environment, society and culture as well as the local economy. Describe these *through the lenses of various stakeholders such as local people, tourists, multinational corporations. At a minimum give the perspective of three different stakeholders (GP) Explain the interrelatedness of these stakeholders and issues (GA).* Then describe what can or is being done in the destination to enhance sustainability in these three areas.

Case Studies: In your book you will find various international case studies related to impacts, management, marketing and certification we will discuss.

Blog Discussions: Various *blog discussions will be used to facilitate global learning.*

As an example there is a blog in module two about the UN millennium development goals: What are the 8 Millennium Development Goals? Which of these are particularly easy for tourism to influence? What is corporate social responsibility?

Movie assignment: As you watch the movie: “The environmental tourist,” take note of the different destinations being highlighted. *Global awareness and perspective are assessed with the following questions:* What are some of the issues in the safari parks in Africa? What initiatives are currently undertaken to combat these negative effects? What is the issue being discussed in Belize? What is currently being done about it? *Examine the effects through the lenses of different stakeholders discussed in the movie. How does it affect local people? Describe the interrelatedness of what is happening.*

Individual Project:

In this module we have been examining environmental indicators and standards. One way to be aware of the environmental impact of a person or business is to know the carbon footprint. In this assignment you will calculate your carbon footprint. Please write a short 2 page paper that you submit online, please make sure it is well written and properly cited. You will submit it through turn it in.

1. How did you calculate your carbon footprint? Tell me the calculator and website you used. Why did you use this calculator?
2. What is your carbon footprint? Were you surprised? Was it more or less than what you expected?
3. What are some ways you can reduce your own carbon footprint?
4. Did the calculator you used offer any ways to offset your carbon footprint? If so, what were they? How does it work?

Suggested text for Religious Observances

“Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements scheduling. Please make sure to notify your instructor at the beginning of the semester of which dates you will be absent or any anticipated problems with completing course work.”

Suggested text for Disability Resources

“Every effort will be made, where feasible and practical, to accommodate students who are so challenged. Should you require accommodations, contact the [Disability Resource Center \(DRC\)](#), if you have not done so already.” Please note that if you have a student who is registered with the DRC, you will receive notification about the student’s disability and a detailed description of accommodations the student will require.

Academic Misconduct Policy

Registration in this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity. Please refer to the following documents for additional information:

FIU Code of Academic Integrity: <http://undergrad.fiu.edu/academic-integrity/index.html>

Honors College Academic Misconduct Statement

In The Honors College, the term *honor* refers both to academic accomplishment and character. Students in Honors should therefore adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form, including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

FIU Honors College Plagiarism Policy:

<http://honors.fiu.edu/students/policies/#misconduct>

Procedures and Penalties

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further action, and will follow the procedures outlined in the [Honors College website \(http://honors.fiu.edu/honors-policies/#misconduct\)](http://honors.fiu.edu/honors-policies/#misconduct), and the [Academic Misconduct Procedures](#).

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Honors Citizenship Requirements

Beginning in Fall 2014, Honors College students are required to accumulate at least **20 citizenship points** each academic year (Fall and Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to accumulate **10 citizenship points**.

Student Portfolios

The Honors College will be using a portfolio method to assess students' learning outcomes. The portfolio method allows for maximum flexibility in gauging student learning. You will decide (with instructor consultation) what "artifacts" or assignments to

include for consideration in your portfolios to demonstrate successful achievement of each of the student learning outcomes.

Portfolios provide a rich context for students to show what they have learned and to explain their learning process. Because the Honors curriculum is meant to be thought provoking and reflective, student self-assessment through portfolios will facilitate learning and provide in-depth assessment.

Each Honors College course includes at least one assignment that could potentially fit portfolio requirements.

Honors Education in the ARTS (HEARTS)

The HEARTS program is designed to give Honors College students opportunities to “explore and appreciate different artistic and cultural traditions and modes of artistic expression. HEARTS will also serve as a clearinghouse (and curatorial framework) for our students to experience the arts on campus and in the community by providing them with information about cultural activities and access to performances with free or discounted tickets. See <http://honors.fiu.edu/hearts/>.

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