



**UNIVERSIDAD SAN FRANCISCO DE QUITO**  
**COLEGIO: HOSPITALIDAD, ARTE CUL. Y TUR.**

**Semester:** 201810 - First Semester 2019/2020

**Schedule:** MTWThF 09:00 - 11:50 (Between the 18<sup>th</sup> and the 24<sup>th</sup> classes will be from 8:00am to 11:50am)

GAIAS - San Cristobal

**PROFESSORS INFORMATION:**

**Professor:** Juan Carlos Valdivieso Riofrio

**Email:** jcvaldivieso@usfq.edu.ec

**Professor:** Giovanni Rosania

**Email:** grosania@usfq.edu.ec

**COURSE INFORMATION:**

**COURSE:** TUR-0303E - INTRODUCTION TO SUSTAINABLE TOURISM

**NRC:** 1009

**Credits:** 4

**Prerequisites:** Verify prerequisites on the BANNER system

**COURSE DESCRIPTION:**

This course is offered under the agreement with the University of South Carolina. This course will provide an understanding of sustainability and its importance and relevance to tourism development. This course will introduce the concepts and principles of sustainable tourism development by examining the multi-dimensional (economic, social and economic) impacts of tourism on both the local and global community. Indicators, stakeholder theory, and strategies will be analyzed and evaluated. Theoretical and practical examples will be afforded to help provide context to the principles of sustainable tourism development.

**STUDENT LEARNING OBJECTIVES**

1. Define tourism and sustainability and illustrate the connection between the two.
2. Identify and address both the negative and positive impacts of tourism on the global and local community.
3. Discuss and evaluate sustainability as a tool for achieving the United Nations 17 Sustainability Development Goals
4. Compare and debate the differing models and management strategies of sustainable tourism development.
5. Understand and assess government and industry roles and responsibilities in tourism planning and policy-making.
6. To be able to evaluate the current situation of sustainability in delicate and important ecosystems such as the Galapagos Islands.
7. Apply business management principles to identify problems and utilize analytical reasoning to formulate local-to-global solutions



**REQUIRED TEXT:**

- Vignati, F., Hawkins, D., & Priedeaux, B. (2015) Sustainable Tourism: Driving green investment and shared prosperity in developing countries. ISBN 1516873807

**REQUIRED CASE:**

- Abdelal Rawi, Koelble Thomas, Londolzi: Towards a Sustainable Business Model and Ecological Integrity in Southern Africa, Harvard Business School, July 29 2008, N2-709-001

**COMPLIMENTARY BIBLIOGRAPHY:**

- Bricker, K., Black, R., & Cottrell, S. (2013). Sustainable Tourism & the Millennium Development Goals: Effecting Positive Change. Jones & Bartlett Learning, Burlington MA. ISBN: 978-1-4496-2823-9
- Goeldner, C. R., & Ritchie, J. B. (2007). *Tourism principles, practices, philosophies*. John Wiley & Sons.

**METHODOLOGY FOR THE INTEGRATION OF THEORETICAL AND PRACTICAL CONTENT**

The teaching methodologies used to teach USFQ courses, following the philosophy of Liberal Arts, foster dialogue and facilitate the construction of knowledge through the continuous exchange of ideas and experiences between professors and students. It is expected that in all courses the theoretical concepts will be linked to the professional practice and work contexts where students will perform in the future, with the intent to integrate activities and simulations of a diverse nature that promote the understanding of practical and realistic contexts.

**COURSE EVALUATION**

The grades in this class are intended to evaluate, in the fairest way, your work and learning. Your final grade will be calculated by the following criteria:

Participation in class, professionalism and punctuality	10%
Personification and interviews	15%
Discussion topics	15%
Case study	20%
Field trip reports	20%
Final evaluation (paper)	20%

No additional work will be assigned to recover any grade. You all have the same academic resources to fulfill your responsibilities.

**GRADING SCALE**

PERCENTAGE	GRADE
91 - 100	A
81 - 90	B
71 - 80	C
61 - 70	D
< 60	F



## **DESCRIPTION OF EVALUATION CATEGORIES:**

### **Participation**

Students are expected to attend classes, participate in discussions and activities, engage in dialogue with guests, and to generally enrich the learning experience for their classmates by coming prepared to class and engaging critically with the course material.

### **Field trip reports**

The course will have two field trips. In the next class, a report of maximum 2 pages in APA format must be submitted. The report will be based on the observations made according to the instructions given by the professor.

### **Final Paper**

The final paper will be graded based on the capacity of the student to present the subjects learnt on the course applying them to a real-life situation and to generate management improvements seeking sustainability.

### **Discussions topics**

You have to establish 3 groups. All groups must do a job where they argue about a specified topic. Groups must be communicated in the second class. The discussion topic consist of two parts: the presentation and the class discussion. After the presentation, the group must lead a class discussion related to the topic presented.

*Your presentation could address the following questions*

- What were the aims and objectives of the topic?
- What did you learn from the sources you researched?
- Is there other related literature that supports or refutes this?
- What further questions does it raise?

For the presentation, it is very important to take a position and argue your opinion qualitatively and quantitatively. It is important to keep in mind that there is no correct answer. There are many correct "possible" or "viable" answers. The most important thing in this essay is the analysis and support of its conclusions or recommendations. The topic must be presented for 15 to 20 minutes.

The three topics are the following:

- The ethics of tourism; are tourist and operators focused on ethics performance
- Increasing tourism is beneficial or has a negative impact
- Tourism in protected areas

### **Interviews and personification: tourism is good or bad?**

Each group (2 will play the role of one of the actors described below and lead a discussion on the impacts (positive and negative) that tourism has on their daily lives. In order for the discussion to be more fluid, each group must interview at least 2 people related to the rea they chose. During the whole discussion you can not leave your character.

- National park
- Cruise owner
- Travel agency
- Fisherman
- Tourist
- NGO – Conservation
- Travel agency
- City hall



- Farmer
- Airport

## **POLITICS**

### **Use of technology:**

Use of laptops and mobile devices in class must be limited to note-taking and engaging with course material. Please be respectful of the instructor and fellow students and refrain from other uses of technology during class.

### **Plagiarism:**

All USFQ courses are based on the learning ethics norms, research ethics and behavioral ethics described in the Honor code of the USFQ. Therefore, plagiarism in any form won't be admitted and if committed, will mean the students failure of the course.

**SCHEDULE OF ACTIVITIES**

Day	Date		Observations
Monday	9-Sep-19	Class 1	Introduction, course requirements, defining tourism, sustainability and hospitality
Tuesday	10-Sep-19	Class 2	Guest speaker and indicators of sustainable tourism
Wednesday	11-Sep-19	Class 3	Discussion topic 1, Overtourism and Economic Impacts
Thursday	12-Sep-19	Class 4	Discussion topic 2 and Environmental impacts and ecotourism
Friday	13-Sep-19	Class 5	Field Trip: Kicker Rock
Monday	16-Sep-19	Class 6	Discussion topic 3 and protected areas
Tuesday	17-Sep-19	Class 7	Protected areas: general impact and global reality
Wednesday	18-Sep-19	Class 8	Introduction to tourism in Galapagos
Thursday	19-Sep-19	Class 9	Protected areas: management plans and Galapagos reality
Friday	20-Sep-19	Class 10	Case study / Sociological impacts
Saturday	21-Sep-19	Class 11	Field Trip
Monday	23-Sep-19	Class 11	Marketing in the 21st century
Tuesday	24-Sep-19	Class 12	Final presentations