

**Sustainable Tourism – TOUR 237**  
 Tourism Management Certificate/Diploma Program

**Course Outline**

**COURSE IMPLEMENTATION DATE:** Pre 1998  
**OUTLINE EFFECTIVE DATE:** September 2023  
**COURSE OUTLINE REVIEW DATE:** March 2028

**GENERAL COURSE DESCRIPTION:**

This course examines the relationship between tourism and the economy, the environment and society. It introduces the concept of environmental stewardship and sustainable tourism, best practices in these areas, and management strategies to maximize benefits and minimize impacts to ecosystems, communities and visitors. Students will identify and analyze tourism impacts (both positive and negative) and explore how tourism relates to stewardship, sustainability approaches, planning, and various strategies to maximize the benefits and minimize the impacts to ecosystems, communities and visitors.

**Program Information:** This course is required for the Tourism Management Diploma program. This course may count as an elective in other programs, view the program outline or speak to an Education Advisor.

**Delivery:** This course may be delivered in both face-to-face or online formats.

**COTR Credits:** 3

**Hours for this course:** 45 hours

**Typical Structure of Instructional Hours:**

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

**Practicum Hours (if applicable):**

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

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Signature**APPROVAL SIGNATURES:**

Department Head

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Department Head Signature

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Dean Signature

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Valid from: September 2023 – March 2028

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Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:****Prerequisites:** A minimum grade of C- (55%) in ENGL 100 or COMC 101; and in TOUR 111**Corequisites:** None**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

 Yes  No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

**Please Note:** Students who have received COTR credit for ENST 200 may not receive additional credit for TOUR 237.**Prior Course Number:** TOMA 137 ⇔⇔ TRMP 237 ⇔⇔ TOUR 237**Date changed:** November 2017

## TEXTBOOKS AND REQUIRED RESOURCES:

Textbook selection varies by instructor and may change from year to year. The following textbook may be used as a foundation for the course:

Fennel, D.A. & Cooper, C. *Sustainable Tourism: Principles, Contexts & Practices*. Channel View Publications, 2020.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- Describe principles, concepts and applications of sustainability as applied to tourism with discussions on how humans relate to, value and behave with respect to the natural environment;
  - Explain the value of natural resources as tourism generators alongside impacts and management strategies of human use on ecosystems, biodiversity and natural areas;
  - Explain the role various stakeholders have in resource management and planning;
  - Identify sustainability and environmental stewardship principles and frameworks that support minimal impacts to the environment and cultures while maximizing benefits to communities and future generations;
  - Describe the interrelations and implications between climate change and tourism; and
  - Describe both the global and local interrelationship between governmental and non-governmental bodies that impact the sustainability of tourism operations.
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## COURSE TOPICS:

### 1. Introduction to Sustainable Tourism

- Relationship between Tourism and the Environment
- The Global Environment
- Definitions and Worldviews of Sustainability and Sustainable Tourism
- Sustainable Development Principles and Frameworks (i.e. UN Sustainable Development Goals)
- Environmental Stewardship concepts (i.e. natural capital, ecosystem services, biodiversity, climate change, natural resources)

### 2. Tourism, the Environment, and Community

- Elements Necessary for Tourism Development
- Carrying Capacity
- Integrated Tourism Development and Planning
- Sustainable Tourism Issues and Best Practices

### 3. Managing Tourism Impacts

- Introduction to the Social and Cultural Impacts of Tourism
- Sustainable Tourism Management Strategies
- Ecotourism, Responsible Tourism and other Sustainable Tourism Approaches
- The Multiplier Effect
- Tourism as a Strategy for Sustainable Community Development
- Coping with Saturatuib
- Educating Tourists & the Tourism Industry
- Roles in Supporting Sustainable Tourism

### 4. IV Indigenous and Cultural Tourism

- Indigenous Issues Regarding Resource Management
- First Nations Rights and Title
- Treaty Negotiations

*See instructor syllabus for the detailed outline of weekly readings, activities and assignments.*

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#### **EVALUATION AND ASSESSMENT (Face-to-Face and Online Delivery):**

<b>Assignments</b>	<b>% Of Total Grade</b>
Assignments (5 @ 5% each)	25%
Participation & Reflection	20%
Major Assignment	20%
Midterm	15%
Final Exam	20%
Total	100%

*Please see the instructor syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.*

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#### **EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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## COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.