PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

DEPARTMENT: Consumer and Family Sciences
EFFECTIVE SESSION: Spring 2012

INSTRUCTIONS: Please check the items below which describe the purpose of this request.

- New course with supporting documents
- Add existing course offered at another campus
- Expiration of a course
- Change in course number
- Change in course title
- Change in course credit/type
- Change in course attributes (department head signature only)
- Change in instructional hours
- Change in course description
- Change in course requisites/restrictions
- Change in semesters offered (department head signature only)
- Transfer from one department to another

PROPOSED:

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<th>Subject Abbreviation</th>
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Long Title: Sustainable Tourism Development

Short Title: Sustainable Tourism

TERMS OFFERED:

- Summer
- Fall
- Spring

CAMPUS(ES) INVOLVED:

- N. Central
- Tech Statewide
- Ft. Wayne
- W. Lafayette
- Indianapolis

CREDIT TYPE:

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COURSE ATTRIBUTES:

- Registration Approval Type
- Instructor
- Department
- Variable Title
- Honors
- Full Time Privilege
- Off Campus Experience

COURSE DESCRIPTION (INCLUDE REQUIREMENTS/RESTRICTIONS):

Students will study the effects of tourism on the local and ecological environment. They will gain understanding of ways to minimize the impact of tourism on the local environment while providing opportunities that directly benefit hosts and visitors as well as the environment. This course will also explore current trends in the travel market in terms of perceptions and needs of the contemporary traveler asking the question whether ecotourism is itself a trend or the reflection of a more profound change in values that impact consumer behavior in the tourism industry.

P. HTM 18100, FNN 20300 and FNN 20400

COURSE LEARNING OUTCOMES:

At the end of this course you will be able to: 1) Understand the nature of sustainability and its relevance to tourism; 2) Recognize the impacts of tourism on the physical environment, society, culture and economy in a variety of contexts; 3) Differentiate between sustainable tourism and its subsets including eco-tourism, geotourism, alternative tourism, voluntourism and heritage tourism; 4) Evaluate methodologies for application and management of sustainable tourism practices in a variety of types of tourism destination (nature areas, resorts, heritage sites, urbanized tourism destinations) and recognize barriers to implementation; 5) Evaluate the importance of various visitor management techniques, including carrying capacity assessment at tourist destinations; 6) Analyze the role of the consumer in sustainable tourism development; 7) Assess the business case for sustainability in tourism.

OFFICE OF THE REGISTRAR
COURSE DESCRIPTION

Sustainable Tourism Development (3 credits)

Students will study the effects of tourism on the local social and ecological environment. They will gain understanding of ways to minimize the impact of tourism on the local environment while providing opportunities that directly benefit hosts and visitors as well as the environment. This course will also explore current trends in the travel market in terms of perceptions and needs of the contemporary traveler asking the question whether ecotourism is itself a trend or the reflection of a more profound change in values that impact consumer behavior in the tourism industry.

INSTRUCTOR INFORMATION

Sue Clark
Palm Island Resort, Florida
Contact: email clarkse13@gmail.com or clarks@ipfw.edu
Cell phone: 607 435 1096

COURSE GOALS AND OBJECTIVES

Course Goals
This course will provide a framework to enable you to understand the nature and management of sustainable tourism and assess the impacts of tourism in a variety of contexts including natural areas, heritage sites, resorts and urbanized tourist destinations. The course will examine the importance of sustainable tourism from the perspective of those managing destinations and resorts together with those of the consumers of the tourism product.

Learning Objectives
At the end of this course you will be able to:-

- Understand the nature of sustainability and its relevance to tourism
- Recognize the impacts of tourism on the physical environment, society, culture and economy in a variety of contexts
• Differentiate between sustainable tourism and its subsets including eco-tourism, geotourism, alternative tourism, voluntourism and heritage tourism
• Evaluate methodologies for the application and management of sustainable tourism practices in a variety of types tourism destination (natural areas, resorts, heritage sites, urbanized tourism destinations) and recognize barriers to implementation
• Evaluate the importance of various visitor management techniques, including carrying capacity assessment at tourist destinations
• Analyze the role of the consumer in sustainable tourism development.
• Assess the business case for sustainability in tourism

COURSE FORMAT

This course will comprise 45 taught hours based at the Palm Island Resort, Florida. There will be an average of 3 contact hours per day on 3 mornings per week, but there will be some variation to allow the completion of some field activities. Students will be provided with good notice of the times when they are expected to attend class and of all activities. Students will be expected to have read before class and come prepared to interact and discuss course materials. While the internet will be used extensively as a resource it is not envisaged that Blackboard Vista will be utilized, except for the posting of Syllabus and Grades. The dates of this course are Monday, 10th January – Friday, February 11th 2011

REQUIRED TEXTBOOK/OTHER MATERIALS

Ritchie, JRB and Crouch, G. “The competitive destination, a sustainable tourism perspective.” CABI 2003
Other library resources will be available at Palm Island

COURSE REQUIREMENTS

ASSIGNMENTS/PROJECTS

1. Student led seminar discussion/debate on major issues in sustainable tourism and impacts of tourism at the destination.
   25% of total grade
   Friday, 28th January 2011

2. Group project: A student led analysis of the issues for the Palm Island Resort in terms of sustainability and recommendations for action.
   25% of total grade
   Presentations: Friday, February 4th 2011
3. A study of the application of sustainable tourism principles
in practice at a destination to be selected by the student in agreement with the
tutor.
Tutorial time will be assigned to individual students in order to assist in the
development of the project. This is an individual project.

30% of total grade

Due date: Midnight EST Monday 21\textsuperscript{st} February by email to Sue Clark

4. Final Assignment which will be an integrated project with Resort Management and
Destination and Resort Management will occur in week commencing May 2\textsuperscript{nd}. Details
will be provided closer to the time.
20% of total grade

PLEASE NOTE THAT LATE SUBMISSIONS OF ANY ASSIGNMENT MAY
ONLY BE ACCEPTED WHEN I HAVE BEEN ADVISED OF THE
CIRCUMSTANCES CAUSING THE DELAY IN PERSON, VIA EMAIL OR
TELEPHONE/TEXT MESSAGE IN ADVANCE OF THE DUE TIME AND DATE.
NON COMPLIANCE WILL RESULT IN A 0% GRADE.
THE ONLY EXCEPTION BEING WHEN CONFIDENTIAL MATTERS HAVE
BEEN SHARED WITH DR. NISER WHO WILL ADVISE ME WITHOUT
DISCLOSING THE NATURE OF THESE MATTERS

COURSE POLICIES

IPFW STUDENT HANDBOOK AND PLANNER
Students are expected to read, understand and follow all the information in
the current IPFW Student Handbook and Planner. In particular, be
familiar with the IPFW Code of Student Rights, Responsibilities, and
Conduct.

CFS STUDENT HANDBOOK
Note: Hospitality Management and other CFS majors, you are expected to
read, understand and follow the Department of Consumer and Family
Sciences (CFS) Student Handbook. All rules and regulations found within
the CFS Student Handbook are an integral part of this syllabus and apply
to this course for students in CFS. The handbook may be accessed
through the CFS website at http://www.ipfw.edu/cfs/.

CFS ETHICAL AND MORAL STANDARDS REGARDING ACADEMIC
HONESTY AND PROFESSIONAL BEHAVIOR
CFS is committed to offering education that will prepare
students to follow the highest ethical and moral standards in
their professional and personal lives. For this reason,
professional and mature conduct is expected of all students at all times.

Any form of academic dishonesty is in direct conflict with the above mentioned standard and will result in an F grade for the course and may also go as far as dismissal from the program when applicable.

Please also refer to the IPFW Student Handbook and Planner for the university policy regarding academic dishonesty.

ATTENDANCE
Attendance is mandatory unless there is evidence of sickness or other due reason supplied to Sue Clark or appropriate IPFW representative

COURSE OUTLINE

PLEASE NOTE THAT THERE COULD BE SOME CHANGES TO PROGRAM IF THERE ARE OPPORTUNITIES FOR SPECIFIC COURSE RELATED ACTIVITIES

Week 1: 1/10
1. Introduction to the concept of sustainability. Definitions, historical background etc. The “pillars of sustainability”
2. A brief history of the development of tourism
3. The impacts of tourism at the destination, physical, socio-cultural and economic

Week 2: 1/17
4. Background to the definition of sustainable tourism
5. Eco-tourism and other sub-sets of sustainable tourism

Week 3: 1/24
6. Who decides what is sustainable in context? Who manages and benchmarks sustainability? Who are the stakeholders?
7. The host community and sustainable tourism development
8. Student led discussion/debate on the issues of sustainability and impacts of tourism at the destination

Week 4: 1/31
9. The consumer and sustainable tourism, demand, education etc
10. Visitor management techniques including management of carrying capacity
11. Case Study on Palm Island and its environment
Week 5: 2/7

12. Models for managing a sustainable destination
14 Corporate social responsibility and sustainable tourism
15 The marketing and profitability case for sustainable tourism
development

EVALUATION

Student led discussion/debate on major issues in sustainable tourism and the impacts of
tourism. To take the form of opposing views being presented on a specific topic backed
up by appropriate theory and reading followed by whole group discussion of issues. A
handout containing background and theory to topic will be required.

1. Presentation of ideas 25%
2. Analysis of major issues 25%
3. Range of reading and references 20%
4. Class discussion and debate 30%

Grade towards course 25%

Case Study of Palm Island Resort and its environment
In groups students will assess the issues surrounding the sustainable development of the
Palm Island Resort. An assessment of the competition to Palm Island should also be
made. Further information will be provided on site

1. SWOT/PEST analysis of Palm Island 25%
2. Depth of analysis of issues relating to the environmental sustainability of Palm Island
   Resort 25%
3. Analysis of competition to Palm Island 30%
4. Range of reading and examples 10%
5. Ideas for the future 10%

Grade towards course 25%

Individual student final project:
A destination selected by the student and in agreement with the tutor will be studied to
assess the application of principles of sustainability, benchmarking, management, and
barriers to implementation for a sustainable tourism development plan. Examples of types
of tourist destination could be a national park, heritage site or town, rural development
area, urbanized sea and sun etc. There should be specific reference to the role of the
consumer in the success or failure of any such plan.

1. Quality of analysis 25%
2. Range of discussion 25%
3. Application of ideas 25%
4. References and reading 15%
5. Presentation 10%

Grade towards course 30%

Final assignment will be an integrated project for all 3 courses on Palm Island and will be 20% of each course.

Note: the following grading scale is required for all CFS courses.

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AVAILABLE SUPPORT SERVICES

SERVICES FOR STUDENTS WITH DISABILITIES (Required statement)
Services for Students with Disabilities offers assistance for students with special needs and is located in Walb Union 113. Phone: 260-481-6657 (has voice mail and TDD). Please be certain that you are fully registered with this office and notify your instructor during the first week of class.

CENTER FOR ACADEMIC SUPPORT AND ADVANCEMENT (CASA)
Assistance with reading and study skills, tutoring, supplemental instruction, etc. Kettler G23 (CASA Office) and Kettler G21 (The SPOT).

THE WRITING CENTER
A writing consultant will work with you one-on-one to provide assistance with writing better papers. Kettler G25.

IPFW/PARKVIEW HEALTH AND WELLNESS CLINIC
Provides comprehensive health services to meet the medical and psychological needs of students, faculty, and staff at IPFW. Fee-for-service. Walb Union, Room 234, 260-481-5748.
PERSONAL COUNSELING SERVICES FOR IPFW STUDENTS
IPFW/Parkview Student Assistance Program offers free evaluations, short-
term supportive counseling, education, and referrals to currently enrolled
IPFW students. Walb Union, Room 210, 260-373-8060, or 800-721-8809.

DIVERSITY AND MULTICULTURAL AFFAIRS
Support system for African American, Hispanic, Native American,
International, Asian American, and “at-risk students” who are enrolled at
IPFW. Walb Union, Suite 118. Multicultural Services 260-481-6608 or
260-481-6921.

INTERNATIONAL SERVICES
The IPFW’s International Student Services (ISS) serves as the initial
contact for all students from abroad and remains a point of reference while
at IPFW. Kettler 104, 260-481-6034.

CENTER FOR WOMEN AND RETURNING ADULTS
Support and services for women and returning adults. Walb Union, Rm
120, 260-481-4140.

IT SERVICES HELP DESK
Services for computer/technology support. Kettler Hall, Rm 206, 260-
481-6030.

CAREER SERVICES
Assistance with the following areas is provided for IPFW students and
alumni: academic major and career choices; career assessments; full-time,
part-time, internship, and work-study employment opportunities posted on
our JobZone job database; job- and internship-search strategies; resume
and cover letter creation; and graduate school and interview preparation.
Additional information and a comprehensive list of our services is
available on our web site at www.ipfw.edu/career. Kettler 109, 260-481-
0689.