

# **PRINCIPLES OF SUSTAINABLE TRAVEL AND TOURISM**

## **HRTM 156: Spring 2009**

Mon & Wed 1:30-2:45 pm  
Boccardo Business Center 225

Instructor: Ranjan Bandyopadhyay, MBA, Ph.D.  
Office: SPX 53  
Office Hours: Tue 2:00-5:00 or by appointment  
Phone: 408.924.3002  
E-mail: Ranjan.Bandyopadhyay@sjsu.edu

### **Text**

Mill, R. C. and Morrison, A. M. (2006). *The Tourism System*. (5<sup>th</sup> Ed.). Dubuque, Iowa. Kendall/Hunt Publishing Company.

### **Catalog Description**

Examination of travel and tourism as it relates to tourist motivations, hospitality and destination management. The impact of tourism on the physical, cultural and economic environment.

### **Course Objectives**

- To define the phenomenon of tourism, and develop an understanding of the terms and concepts in the field of travel and tourism.
- To identify factors influencing the demand for travel and tourism.
- To explain the need to plan, develop, and manage tourism so as to maximize its benefits while minimizing its negative impacts on the social, cultural, physical and economic environments.
- To explore contemporary issues in travel and tourism.
- To provide students an opportunity to practically explore issues related to a travel and tourism destination of their choice.
- To help students understand the cultural background of a destination that is essential in planning successful marketing strategies.
- To help students understand examples of how cultures influence tourist behavior and decision making.
- To help students understand the concept of 'sustainable development.'
- This course is based on a multi-disciplinary perspective, drawing on disciplines such as anthropology, history, culture, geography, political science and sociology.

### **Method of Instruction**

My teaching philosophy is to encourage students to be reflexive, and my importance is not on teaching as something a professor does alone but on two-way learning as something we do together. I want students to learn essential principles of tourism from each other and enjoy. My goal in this course is to challenge students to learn about the tourism phenomenon, and the concepts and definitions of the essential cultural components that promote tourism. Instruction in the course will rely primarily on lectures, discussion, readings and case studies.

### **Attendance and Participation**

Students are expected to attend all classes. Class attendance will not only improve the students' chances of success on the assignments, but also on the job upon graduation. Students are expected to come to class having read the assignment for that day and prepared to participate in class discussion on that topic.

### **Assignments**

Students will be given assignments that involve applying the material covered in class. There will be a research paper. Also, there will be two exams – mid-term and final.

Research Paper. The research paper will carry a maximum of 100 points, and will enable students to apply course material to problems pertinent to the tourism industry.

Mid-term Exam. The mid term exam will carry a maximum of 100 points. The exam will consist of around 8 short essay type questions (not multiple-choice or true-false).

Final Exam. The final exam will carry a maximum of 100 points, and will be all inclusive. The exam will consist of 10 short essay type questions (not multiple-choice or true-false).

### **Grading Scheme**

Participation in Class:	20%
Research Paper:	20%
Mid-term Exam:	25%
Final Exam:	<u>35%</u>
	<u>100%</u>

### **Grading Scale**

A+ = 96.5-100%
A = 92.5-96.4%
A- = 89.5-92.4%
B+ = 86.5-89.4%
B = 82.5-86.4%
B- = 79.5-82.4%
C+ = 76.5%-79.4%
C = 72.5%-76.4%
C- = 69.5%-72.4%
D+ = 66.5%-69.4%
D = 62.5%-66.4%
D- = 59.5%-62.4%
F = <59.5%

## COURSE SCHEDULE

Week	Topics of Discussion	Readings
Jan 26	Introduction <b>The Tourism Phenomenon</b> Overview of Tourism System Historical Development of Tourism	
Feb 2	<b>Destination Planning, Development and Controlling Tourism</b> The Destination Mix	
Feb 9	The Economic Impacts of Tourism	
Feb 16	The Environmental Impacts of Tourism	-
Feb 23	The Social & Cultural Impacts of Tourism	-
Mar 2	The Social & Cultural Impacts of Tourism	-
Mar 9	Tourism Planning	-
Mar 16	Sustainable Tourism Development <b>Mid-term Exam</b>	-
Mar 23	<b>Spring Break</b>	-
Mar 30	<b>Tourism Marketing and Promotion</b> Tourism Marketing Tourism Promotion	
Apr 6	The Distribution Mix in Tourism Forces Shaping Tourism	-
Apr 13	Heritage Tourism Nostalgia and Tourism	-
Apr 20	Tourism and Mobility	-
Apr 27	Contemporary Tourism: Diversity and Change	-
May 4	From Social Justice to an Ethics of Care	-
May 11	The Tourism Industry: Responsibilities A Moral Tourism Industry?	
May 13	<b>Last Day of Instruction</b>	
May 15	<b>Final</b>	

\* Schedule may change at the discretion of the instructor. Any changes will be communicated to the students in as timely a manner as possible.

## **University Policies**

### **Academic Integrity Statement (from Office of Judicial Affairs):**

“Your own commitment to learning, as evidenced by your enrollment at San José State University and the University’s Academic Integrity Policy requires you to be honest in all your academic course work. Faculty are required to report all infractions to the Office of Judicial Affairs. The policy on can be found at <http://www2.sjsu.edu/senate/S04-12.pdf>

### **Campus Policy in Compliance with the Americans with Disabilities Act:**

“If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with DRC to establish a record of their disability.”

### **Library and Online Research Requirement**

Library and online research are encouraged to complete this course.

Harry Meserve - Reference Librarian

[hmeserve@sjsu.edu](mailto:hmeserve@sjsu.edu)

408.808.2093

### **Student Rights and Responsibilities**

<http://www2.sjsu.edu/senate/s90-5.htm>