**PRINCIPLES OF SUSTAINABLE TRAVEL AND TOURISM**

**HRTM 156**

**Spring 2010**

Mon & Wed 1:30-2:45 pm

Boccardo Business Center 225

Instructor: Ranjan Bandyopadhyay, MBA, Ph.D.

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**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 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 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 two exams – mid-term and final. Also, there will be a research paper.

*Midterm Exam*. The midterm exam will carry a maximum of 100 points. The exam will

consist of 10 short essay type questions (no multiple-choice or true-false).

*Final Exam*. The final exam will carry a maximum of 100 points (will be all inclusive). The exam will consist of 10 short essay type questions (no multiple-choice or true-false).

*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.

**Grading Scheme**

Participation in Class: 20%

Mid-term Exam: 25%

Final Exam: 25%

Research Paper: 30%

100%

**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**

|  |  |  |
| --- | --- | --- |
| **Dates** | **Topics of Discussion** | **Readings** |
| 27 Jan | Introduction | - |
| 1 Feb  3 Feb | The Tourism Phenomenon  No class | - |
| 8 Feb  10 Feb | Destination Planning and Development | - |
| 15 Feb  17 Feb | No class  The Economic Impacts of Tourism | - |
| 22 Feb  24 Feb | The Environmental Impacts of Tourism | - |
| 1 Mar  3 Mar | The Social & Cultural Impacts of Tourism | - |
| 8 Mar  10 Mar | The Social & Cultural Impacts of Tourism  No class | - |
| 15 Mar  17 Mar | Sustainable Tourism Development | - |
| 22 Mar  24 Mar | Review  **Mid-term Exam** | - |
| 29 Mar  31 Mar | Spring Break | - |
| 5 Apr  7 Apr | Heritage Tourism | - |
| 12 Apr  14 Apr | Nostalgia and Tourism  No Class | - |
| 19 Apr  21 Apr | From Social Justice to an Ethics of Care | - |
| 26 Apr  28 Apr | **Research Paper Due** | - |
| 3 May  5 May | Presentations | - |
| 10 May  12 May | Presentations | **-** |
| 15 May | **Final Exam** |  |

\* 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](http://www2.sjsu.edu/senate/S04-12.pdf#_blank)

**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.

Paul Kauppila - Reference Librarian

[Paul.Kauppila@sjsu.edu](mailto:Paul.Kauppila@sjsu.edu)

408.808.2042

**Student Rights and Responsibilities**

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