Course Description:

This course describes policy frameworks and planning strategies designed to encourage more sustainable forms of tourism. It places particular emphasis on critically assessing the processes used to guide tourism development from environmental and socio-cultural perspectives. Foundations for more integrated tourism development and management approaches are developed. Case studies of “best practices” in sustainable tourism within government, non-government and business operations are examined.

Course Objectives:

This course’s intent is to:

a) create an awareness of the nature and scope of tourism policy and planning issues confronting communities and tourism organizations in Canada and abroad;

b) describe key natural and cultural resource policy and planning issues associated with building a more sustainable tourism system;

c) assess the relative merits of existing planning and development tools in addressing the challenges of creating more sustainable forms of tourism.

Suggested Readings:

There is no required text for the course. However, the suggested readings listed in the course outline provide a good foundation for what will be discussed. These readings are available on a short-term reserve basis as Professors Notes – REM 649 in the Belzburg Library at the Harbour Centre Campus, and/or in the Office of the Centre For Tourism Policy at the Burnaby Campus of SFU. Additional readings will be provided in print or electronic form as topics are explored during the course. These may be accessed through the library, the Centre For Tourism Policy and Research, the Internet, or the course instructor.

Grading Scheme:

The course has three (3) major grading situations. They all require the use of information derived from lecture material, reserve readings, general print and on-line library resources, as well as other external sources. All assignments will be judged based upon their content, organization and quality of presentation. The instructor will accept no assignments late unless prior authorization is provided.
### Assignments

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Grade Weight</th>
<th>Date Due</th>
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<tbody>
<tr>
<td>1. Sustainable Tourism Assessment Framework</td>
<td>30%</td>
<td>Fourth Wednesday in October (October 28, 2009).</td>
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<tr>
<td>2. Seminar Presentation</td>
<td>25%</td>
<td>As scheduled during term</td>
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<tr>
<td>3. Research Paper</td>
<td>45%</td>
<td>First Wednesday in December (Dec.2, 2009)</td>
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### Assignment Outlines:

a) **Tourism Policy Review (30% of Final Grade)**
   
   This assignment involves developing an *assessment framework* for examining the sustainability of tourism enterprises and/or destination management initiatives.

b) **Seminar Presentation (25% of Final Grade)**
   
   This assignment involves preparing and presenting a *one-hour seminar* on a selected topic related to the course outline. Topics will be chosen on a "first come, first served" basis and will be accompanied by a *select bibliography and presentation summary* for distribution to the course participants at the time of the seminar.

c) **Research Paper (45% of Final Grade)**
   
   The research paper involves conducting original work on a subject related to the course content. More than simply a literature review, it may use existing research as a base and then extend into new areas of investigation. Its objective should be to demonstrate, via research and systematic evaluation, the application and impact of specific assessment framework(s) discussed during the term. The research paper should be *presented at a level of quality, style and format, similar to that of a paper* suited to submission for an academic publication. (See Journal of Travel Research publication for preferred formatting style to be used.)

A brief research proposal (one page maximum) for the paper which contains a specific topic and research objective, along with a proposed method for conducting the research, and a select bibliography appropriate to the topic, must be submitted to the course instructor for approval prior to November 4, 2009. No research paper will be accepted at the end of the term without this approved proposal being submitted with the final paper produced.

### Probable Curriculum Delivery Sequence

1. **The Scope of Tourism Policy and Planning**
   
   - concepts and definitions of tourism and planning
   - sustainable tourism policy and planning challenges
   - sources of tourism policy and planning information
Suggested Readings:


2. **Tourism Policy and Planning In Context**

- the characteristics of tourism products and production processes
- tourism resource planning and the legislative regime
- stakeholders and power in tourism policy development

**Case Study:** Coastal Tourism Management Policy on BC’s North Coast

Suggested Readings:


3. **Tourism Development Processes and Challenges**
• agents and models of tourism development
• fundamentals tourism development issues:
  • challenges to developing countries and regions

**Case Study:** The Challenges of Mountain Tourism Destinations – From Sport to Amenity Destinations

**Suggested Readings:**


4. **Evaluating Tourism Attractions**

• attraction typologies for tourism
• tourism attraction assessment methods
• developing the Canadian cultural tourism product portfolio

**Case Study:** Aboriginal Tourism Development In British Columbia

**Suggested Readings:**


5. **Assessing Natural Resources for Tourism**

- managing environmental resources to meet changing ethics and expectations
- assessing natural resource constraint
- climate and climate changes in tourism contexts
- carrying capacity concepts and constraints

*Case Study:* BC Cruise Ship Land Resource Assessment

**Suggested Readings:**


6. **Analyzing The Impacts of Tourism Development**

- general frameworks for impact assessment
- assessing the social and cultural impact of tourism
- examining the environmental impact of tourist development
- environmental auditing, monitoring and management systems

*Case Study:* Assessing Tourism Destination Energy and Material Flows

**Suggested Readings:**


7. Tourism Marketing As A Management Tool

- environmental images and tourism markets
- ecotourism markets and behaviours
- ecolabeling or eco-sell
- building tourism’s environmental education role

Case Study: Strategic Alliances In Small and Medium Sized Tourism Enterprises: The Product Club Concept

Suggested Readings:


8. Tourism Sustainability Planning Issues and Strategies

- sustainable tourism as guiding fiction
- environmental codes of conduct
- environmental planning principles for tourism

Case Study: Tourism BC’s Sustainability Initiative

Suggested Readings:


9. Social Sustainability Tourism Planning Issues and Strategies

- corporate social responsibility nd social license to operae
- incorporating NGO stakeholder values into tourism planning
• shared decision making and land use decisions
• developing social capital for tourism

**Case Study:** Leveraging Legacies From the 2010 Winter Olympic Games

**Suggested Readings**


**10. Integrative Tourism Sustainability Management Frameworks**

• integrated approaches to tourism development
• visioning processes for tourism communities
• building strategic partnerships
• towards comprehensive tourism growth management
• developing a sustainability monitoring system

**Case Study: Strategic Partnerships in Tourism Planning**

**Suggested Readings**


