



## **REC 491 – Sustainable Travel & Alternative Tourism**

**SUMMER 2019:** Tuesdays: 4/9, 4/23, 4/30 (5:00-9:00pm) & May 21 – May 28 (Mexico)

**Instructor:** Dr. Daniel Bowan      **Office:** PE 244      **Office Phone:** 719-549-2249

**Classroom:** TBA      **E-mail:** [daniel.bowan@csupueblo.edu](mailto:daniel.bowan@csupueblo.edu)

**COURSE DESCRIPTION:** Theories and foundations of sustainable travel, alternative tourism, and globalization. The Baja California Sur region of Mexico provides the context to explore the economic, sociocultural, and environmental impacts of international tourism.

### **COURSE OBJECTIVES:**

- Define and explore key concepts and issues concerning alternative tourism in a global context.
- Understand and assess trends and issues in alternative tourism and sustainable travel.
- Critically evaluate and consider the positive and negative impacts of the tourism industry on local communities.
- Recognize the socio-cultural and political aspects of tourism and sustainable travel.
- Critically analyze tourism challenges/issues and identify solutions.

### **COURSE TEXTBOOK (recommended):**

- Hughes, M., Weaver, D., & Pforr, C. (Eds.). (2015). *The Practice of Sustainable Tourism: Resolving the Paradox*. Routledge.



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Class Date	Content
<u>April 9<sup>th</sup></u> (Tuesday) <b>5:00pm-9:00pm</b>	Introduction to Sustainable Travel What is Alternative Tourism Historical Foundations Mass Tourism Tourist Typologies Mexico & California Baja Sur Economic, Sociocultural, & Environmental Impacts Sustainable Standards & Indicators Accreditation/Certification
<u>April 23<sup>rd</sup></u> (Tuesday) <b>5:00pm-9:00pm</b>	Ecotourism Cultural Tourism Volunteer & Service Tourism Adventure Tourism Rural Tourism Historical/Archeological Tourism Health & Wellness Tourism Medical Tourism Cannabis Tourism
<u>April 30<sup>th</sup></u> (Tuesday) <b>5:00pm-9:00pm</b>	Food & Beverage Tourism Agritourism Marketing in Ecotourism Music Tourism Religious Tourism Nature-Based Tourism
<u>May 21<sup>st</sup></u> (Tuesday)	Flight from Denver to Cabo San Lucas Airport Shuttle to CSU Todos Santos Center
<u>May 22<sup>nd</sup></u> (Wednesday)	Spanish 101 Surfing @ Los Cerritos Beach Todos Santos Historical Tour
<u>May 23<sup>rd</sup></u> (Thursday)	Field Excursion to Espiritu Santos Island (Sea of Cortez) <i>Cultural Exchange with UABCS Students</i>
<u>May 24<sup>th</sup></u> (Friday)	Ecotourism Symposium @ CSU Todos Santos Center <i>Cultural Exchange with UABCS Students</i>
<u>May 25<sup>th</sup></u> (Saturday)	Cliff Hike <i>Cultural Exchange with UABCS Students</i>
<u>May 26<sup>th</sup></u> (Sunday)	Field Excursion to Sierra La Laguna Mountains
<u>May 27<sup>th</sup></u> (Monday)	Cultural Exchange & Service Learning with La Palapa Middle School
<u>May 28<sup>th</sup></u> (Tuesday)	Depart Cabo San Lucas for Denver



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### REC 491 – Grading & Assessment

Assignments	Points	Percentage
Participation/Engagement	100	10%
Alternative Tourism Class Presentation	200	20%
Alternative Tourism Paper	200	20%
Symposium Event	100	10%
Reflection Paper	200	20%
International Tourism Paper	200	20%
<b>TOTALS</b>	<b>1000</b>	<b>100%</b>

**COURSE GRADE RANGE:**

A = 100-90%	B = 89-80%	C = 79-70%	D = 69-60%	F = < 59%
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### REC 491 – Assignment Descriptions/Requirements

- **Participation/Engagement (100 points)**: Students are expected to come to class and be prepared to engage in class discussion and activities. The participation grade includes engagement on the field experience in Mexico and reflects attendance, class contribution, involvement, and professionalism.
  
- **Alternative Tourism Class Presentation (200 points)**: Students are expected to present a summary of their research paper to the class. This presentation should be between 10-15 minutes and involve a powerpoint-type presentation. The structure of the presentation should follow the general format of the paper. *Presentations on Wednesday, May 1<sup>st</sup>.*
  
- **Alternative Tourism Paper (200 points)**: A 5-7 page research paper that provides an in-depth examination of a specific model of alternative tourism. Possible topics include: *Ecotourism, Cultural Tourism, Volunteer/Service Tourism, Adventure Tourism, Rural Tourism, Historical/Archeological Tourism, Health & Wellness Tourism, Medical Tourism, Sport Tourism, Food & Beverage Tourism, Agritourism, Music Tourism, Religious Tourism, Nature-Based Tourism, & Cannabis Tourism*. The paper needs to include a summary and comprehensive description of the specific model of tourism as well as a critical analysis of the various factors involved. Students should research sources appropriate to their topic, and effectively use those sources to contextualize the subject with practical applications. The paper should explore the

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economic, socio-cultural, political, and personal perspectives associated with the tourism model. When appropriate, the paper should also present trends and issues with this form of tourism. Throughout the paper, students should highlight examples of this form of tourism to further contextualize the issue. The paper should be supported with a minimum of 5 scholarly sources and 2 popular/primary sources (please include a “works cited” page as an appendix). *DUE on Monday, May 20<sup>th</sup>.*

- **Symposium Event (100 points)**: Students are expected to assist in the preparation and development of an “Ecotourism Symposium” to be hosted at the CSU Todos Santos Center. In collaboration with the Autonomous University of Baja California Sur and the local guide outfitter, Todos Santos Eco-Adventures, this first annual symposium will engage a variety of students and regional industry partners in educational workshops, clinics, and research presentations. Focusing on practical skills and tangible actions, the symposium will highlight key issues and could include topics such as: risk management, stakeholder engagement, business plan creation, consumer trends, sustainability standards, best practices, master plans, tourism infrastructure, interpretation skills, natural resource protection, communication and marketing. This symposium may also provide continuing education credits and certifications for industry professionals. Students will be delegated responsibilities in the coordination of this event.
- **Reflection Paper (200 points)**: A 4-5 page reflection and evaluation paper. Each student will reflect on the expedition to Mexico and conceptualize their personal perspective and worldview. Items to address include: overall impression, the paradox of sustainable tourism, reflections, introspections, highlights, lessons learned, personal impacts, successes, and the positives/negatives of tourism. *DUE on Wednesday, June 5<sup>th</sup>.*
- **International Tourism Paper (200 points)**: This 4-6 page paper that explores tourism from an international perspective. Students should pick a foreign country of their choosing and investigate sustainable tourism issues unique to that locale. Themes and topics to address include the economic, sociocultural, and environmental impacts of tourism in the country. What does sustainability look like? Identify issues such as: sustainability indicators and standards, accreditation/certification, natural resource protection, tourism policies/plans, barriers/challenges, transportation, cultural resources, attractions/amenities, trends, current events, key stakeholders, and government involvement. The paper should be supported with a minimum of 5 scholarly sources and 2 popular/primary sources (please include a “works cited” page as an appendix). *DUE on Wednesday, June 12<sup>th</sup>.*

**REC 491 – General Course Requirements**

- 1) **Attendance and Participation Policy:** Students are expected to come to class prepared to participate fully in class discussions and engage in activities. This includes:
  - a. Dressed appropriately for being outside in any weather conditions and having completed all assigned readings and assignment. Always bring water, sun protection, and snack to class when we are scheduled to be outside or on field trips.
  - b. Come to class every scheduled class period and remain for the entire class to receive credit for that day.
  - c. Please advise the instructor in advance if you intend to miss class. Medical and family emergencies constitute acceptable reasons for missing this class and require documentation. Official University functions are acceptable absences and may also require documentation.
- 2) **Field Experiences:** This course has required field experiences. The field experiences serve as practical application of course content in a real-world context. These experiential learning initiatives compliment the lectures and readings while exposing students to how the course material informs the industry.
- 3) **Assignments:** Make every effort to submit work in a timely, complete, and professional manner.
  - a. All assignments are due in class on the specified date, unless otherwise noted.
  - b. All students are expected to be in attendance during exam periods unless otherwise noted.
  - c. All assignments are graded upon appearance, writing ability, grammar and content.
  - d. Work should be clearly titled and include the author's name.
  - e. Font should be 12pt.
  - f. Text should be double-spaced with 1-inch margins all around.
  - g. Citations and references should use APA style - 6th edition.
  - h. Hand in a hard copy of your work in class, unless instructed otherwise.
  - i. All late work will be reduced by 10% (one letter grade) for every day past the due date.
- 4) **Electronic Devices:** Please turn off and put out of sight all electronic devices during class time. The interruptions they cause disrupt class and interfere with the learning process. A repeat offender may lose credit for the day's work."
- 5) **Laptops:** Laptops can be a useful tool for taking notes, but they can also be distracting. If you are using a laptop to take notes during class be prepared to send your notes to the instructor at the end of the class period.
- 6) **Inclusion Statement:** Colorado State University – Pueblo is an inclusive institution. The Department of Exercise Science, Health Promotion and Recreation promotes civility and interpersonal respect and has zero tolerance for racism, discrimination, and/or harassment of any kind. Please see the student code of conduct for further information on what behaviors will not be tolerated.

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- 7) Standard of Conduct: students participating in this course must abide the CSU-Pueblo Standards of Conduct and agree to abstaining from alcohol consumption and the use, sale, distribution, or possession of any illegal drugs, drug paraphernalia, controlled substances etc. not authorized by a physician or expressly permitted by Colorado State, U.S. Federal laws or Colorado State University – Pueblo.
  - a. If a violation of these stipulations occurs during class or the trip, individual(s) will be sent home as soon as possible at their own expense. In addition, individuals who violate the alcohol and drug policy will be referred to the Exercise Science, Health Promotion and Recreation Department Chair and the Dean of Student Affairs for University disciplinary action. If due process proves a violation of the alcohol and drug policy for this course, then the individual(s) will receive “F” for the course in addition to University sanctions.
- 8) Student Code of Conduct: Students are required to follow the policies set within the Student Code of Conduct at CSU-Pueblo. This Code can be found on the Student Affairs website at <https://www.csupueblo.edu/student-affairs/student-conduct/index.html>. Students with questions regarding any guidelines within the Code should contact the Director of Student Conduct and Case Management at 719-549-2092.
- 9) Incomplete Grades: Incomplete Grades will be handled according to the University Catalog. If an incomplete grade is issued, the student, instructor, and Chairperson will develop an agreement for the terms of the incomplete and sign it.
- 10) Academic Dishonesty: Academic dishonesty is any form of cheating which results in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. In cases of academic dishonesty, the instructor will inform the chair of the department prior to implementation of punitive action. Academic dishonesty is grounds for disciplinary action by both the instructor and the Dean of Student Services and Enrollment Management. Any student judged to have engaged in academic dishonesty may receive a failing grade for the work in question, a failing grade for the course, or any other lesser penalty which the instructor finds appropriate. To dispute an accusation of academic dishonesty, the student should first consult with the instructor. If the dispute remains unresolved, the student may then state his or her case to the department chair (or the dean if the department chair is the instructor of the course). Academic dishonesty is a behavioral issue, not an issue of academic performance. As such, it is considered an act of misconduct and is also subject to the University disciplinary process as defined in the CSU-Pueblo Student Code of Conduct Policies and Procedures Manual. Whether or not punitive action has been implemented by the faculty, a report of the infraction should be submitted to the Dean of Student Services and Enrollment Management who may initiate additional disciplinary action. A student may appeal a grade through the Academic Appeals Board. The Dean of Student Services and Enrollment Management’s decision may be appealed through the process outlined in the Student Code of Conduct Policies and Procedures Manual.
- 11) Plagiarism: Plagiarism is scholarly theft, and it is defined as the unacknowledged use of secondary sources. More specifically, any written or oral presentation in which the writer or speaker does not distinguish clearly between original and borrowed material constitutes

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plagiarism. Because students, as scholars, must make frequent use of the concepts and facts developed by other scholars, plagiarism is not the mere use of another's facts and ideas. However, it is plagiarism when students present the work of other scholars as if it were their own work.

- 12) **Accommodations:** Colorado State University-Pueblo abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your work in this class and for which you may require accommodations, please see the Disability Resource & Support Center as soon as possible to arrange accommodations. In order to receive accommodations, you must be registered with and provide documentation of your disability to the Disability Resource & Support Center, which is located in the Library and Academic Resources Center, Suite 169.
- 13) **Early Reporting System:** This course participates in the Starfish student success program. Early in the semester, information about student performance in this class will be communicated to each student by email and/or text from Starfish. Attention to suggested actions is encouraged. This information is also available to academic advisors and others involved in supporting student success. Your advisor may then ask to meet with you to discuss your plans for success. The program is designed to promote success among students through proactive advising, and through referral to appropriate resources. Efforts to inform and assist students continues throughout the semester with a mid-semester survey, and instructor concerns or kudos can be posted to Starfish at any time.
- 14) **Mandatory Reporting:** Colorado State University-Pueblo is committed to maintaining respectful, safe, and nonthreatening educational, working, and living environments. As part of this commitment, and in order to comply with federal law, the University has adopted a Policy on Discrimination, Protected Class Harassment, Sexual Misconduct, Intimate Partner Violence, Stalking, & Retaliation. You can find information regarding this policy, how to report violations of this policy, and resources available to you, on the Office of Institutional Equity's website ([www.csupueblo.edu/institutional-equity](http://www.csupueblo.edu/institutional-equity)). Please familiarize yourself with the reporting requirements of this policy. Because I am a faculty member, I am a "Responsible Employee." That means I have to report to the Director of the Office of Institutional Equity if you tell me that you were subjected to, or engaged in, of any of the following acts: discrimination, protected class harassment, sexual misconduct, intimate partner violence, stalking, and retaliation.