Course Syllabus

Department: Department of Business

Date: January 19, 2013

I. Course Prefix and Number: BUS 215

   Course Name: Sustainable Tourism Planning

   Credit Hours and Contact Hours: 3 credit hours – 3 contact hours

Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of ‘C’ or higher.

This course is designed to provide the student with knowledge regarding the role of management science in the design of a sustainable destination. The student will have an understanding of management science and its application to sustainable tourism destination planning and development. The planning process will be a major focus of study. The student will be exposed to management issues that relate to urban and rural tourism development. The student will have the opportunity to apply course concepts knowledge through case studies of selected destinations. The course will culminate with student teams developing a case study for a specific New York State destination.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This is a required course for Associate in Science Tourism Studies and for the Associate in Applied Science Tourism Management. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

Students will:

- Associate the management process with community planning
- Demonstrate the importance of residents’ quality of life when conducting tourism planning
- Produce and deliver an oral presentation focusing upon a New York State destination
- Explain the overall process and importance of sustainable tourism planning which includes resident/citizen participation
- Identify the consequences when sustainable tourism principles are not implemented during community planning
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- ☒ writing
- ☒ oral communications
- ☒ reading
- ☑ mathematics
- ☒ critical thinking
- ☒ computer literacy
- ☒ ethics/values
- ☒ citizenship
- ☒ global concerns
- ☒ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>eg: writing Reading</td>
<td>eg: student will complete a research paper Test, quizzes, reading assignments with accompanying written homework</td>
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<tr>
<td>Reading</td>
<td>Current event curator assignments</td>
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<tr>
<td>Reading, Writing (provides the opportunity for submission and revision), Critical thinking, Information resources</td>
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<tr>
<td>Information resources, Computer literacy, Reading, Critical thinking, Oral communication</td>
<td>Sense of place group project</td>
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<tr>
<td>Ethics/values, citizenship</td>
<td>Sense of place project, homework assignments and readings</td>
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<tr>
<td>Global Concerns</td>
<td>Case Studies regarding sustainable tourism planning in foreign countries</td>
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<tr>
<td>Information resources, computer literacy, writing, reading and critical thinking</td>
<td>In-depth research paper (which provides for submission and revision)</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

- Professional Association Publications
- Internet resources
Current Periodicals
Current community development plans

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

- Lecture
- Written Assignments
- Group Projects
- Case Study Analysis
- Oral Presentations
- Discussions
- Guest Speakers
- Attendance at public meetings
- Interview of professionals

V. General Outline of Topics Covered:

1. The concept "Sense of Place".

2. Management theory, decision-making processes, plan development as they apply to sustainable tourism planning and development.

3. Destination components

4. The significance of a destination and the components that comprise a destination.

5. The stages involved in destination planning.

6. The destination life cycle stages.

7. Strategies utilized to manage a destination in each life cycle stage.

8. The nature of planning in the public sector vs planning in the private sector.

9. The role of various constituents in sustainable tourism planning and development.

10. The emerging role of rural tourism in sustainable tourism destination planning.

11. The role and impact of environmental issues on sustainable tourism planning.

12. Zoning as community planning.
13. Historic preservation and its role in destination development.