

Semester at Sea Course Syllabus
Colorado State University, Academic Partner

Voyage: Fall 2017
Discipline: Natural Resource Recreation and Tourism
Course Number and Title: NRRT 320 International Issues in Recreation and Tourism
Division: Upper
Faculty Name: Soo Kang
Semester Credit Hours: 3

Meeting: A Day 1100-1220, Vierjahres
Prerequisites: None

COURSE DESCRIPTION

Since Rio 92' international tourism development efforts at local, regional and national levels have focused on tourism as a means to sustainable development. Tourism is seen as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development. Sustainable tourism development requires innovation on a conceptual, process and product level. This course analyses the role of governmental, business and "third sector" organizations in the sustainable development process and the associated trends and issues. Instruments for sustainable tourism development are examined and discussed in case studies (international, national, regional and local). Methods and techniques that reconcile the different interests are discussed and applied in various contexts: urban as well as rural areas in the USA, Europe and less economically developed countries. The central issues are sustainability, globalization, and intervention strategies.

LEARNING OBJECTIVES

- To examine trends and issues in recreation, tourism and sustainable development globally
- To examine tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs)
- To know and apply principles of sustainable development in a case study evaluation
- To generate awareness of concerns stakeholder groups have about sustainable tourism development around the world
- To apply intervention strategies for sustainable tourism product development
- To appreciate the types of transformations resulting from tourism development and their ramifications for local communities
- To examine and evaluate the cultural differences in values about recreation and tourism within a respectful, non-Eurocentric, non-ethnocentric, and non-paternalistic manner
- To gain some cultural competency/cultural capital as a future global citizenship by using the Semester at Sea itinerary to see how tourism impacts the world
- To have some fun!

REQUIRED TEXTBOOKS

AUTHOR: Sharon Bohn Gmelch
TITLE: Tourist and Tourism: A Reader (TAT)
PUBLISHER: Waveland Press
ISBN #: 1577666364
DATE/EDITION: August, 2009, 2nd Ed.

TOPICAL OUTLINE OF COURSE

Depart Bremerhaven, Germany –September 9

A1–September 11: Orienting tour: The study of recreation and tourism

Read: Ch. 1 (TAT) Why tourism matters
Documentary film: Bye Bye Barcelona (2014)

A2–September 13: The unpacking the traveler

Read: Ch. 5 (TAT) Let's go Europe: What student tourists do and learn from travel
O'Sullivan (2014). Is Tourism Ruining Barcelona?

Barcelona, Spain – September 15-18

A3–September 19: Tourism as development and education

Read: Ch. 2 (TAT) A general theory of tourism
Saarinen & Rogerson (2014). Tourism and the Millennium Development Goals: Perspectives beyond 2015

A4–September 21: Tourism and cultural and religious commodization

Read: Ch. 4 (TAT) Sightseeing and social structure

Case 1: Rwanda backpackers

No Class – September 23

A5–September 24: Tourist responsibility

Read: Ch. 7 (TAT) Tourism and Its Discontents: Suri-tourists encounters in southern Ethiopia
Caruana, Glozer, Crane, & McCabe (2014). Tourists' accounts of responsible tourism

A6–September 26: Tragic tourism, thantourism, and dark tourism

Read: Ch. 19 (TAT) Tourism in Ghana: The representation of slavery and the return of the Black Diaspora
Hohenhaus (2013). Commemorating and commodifying the Rwandan genocide: Memorial sites in a politically difficult context

Tema and Takoradi, Ghana – September 27-30

No Class – October 2

A7—October 3: National patrimony, heritage, and tourism

Read: Ch. 12 (TAT) The Maasai and the Lion King: Authenticity, nationalism, and globalization in African tourism

Video: Battle for the Elephants (National Geographic)

A8—October 5: Destination responsibility

Read: Cape Town Declaration on Responsible Tourism

Case 2: Londolozi: Towards a sustainable business model and ecological integrity in Southern Africa

Cape Town, South Africa – October 7-12

A9—October 13: Sustainable tourism: Environment

Read: McCool & Moisey (2008). Introduction: Pathways and pitfalls in the search for sustainable tourism &

Saarinen (2014). Critical sustainability: Setting the limits to growth and responsibility in tourism

Movie: The impossible (2012)

A10—October 15: Sustainable tourism: Culture & Society

Documentary film: The Goose with the golden eggs

Case 3: Damai Lovina Villas: Can eco-standards and certification create competitive advantage for a luxury resort?

No Class—October 16

A11—October 18: Sustainable tourism: Economy

Read: Spenceley & Meyer (2012). Tourism and poverty reduction: Theory and practices in less economically developed countries

Case 4: A new look at faith-based marketing: The global halal market

Youtube: Mauritius Vacation Travel Video Guide

<https://www.youtube.com/watch?v=KwSsleLPSUE>

Port Louis, Mauritius – October 19 (Field Class)

A12—October 21: Seeking branding power in tourism

NPR Podcast: A Passage to India for Medical Treatment

<http://www.npr.org/templates/story/story.php?storyId=4562670>

NPR Podcast: Tourists Banned From India's Tiger Reserves

<http://www.npr.org/2012/09/26/161796984/tourists-banned-from-indias-tiger-reserves>

Case 5: Incredible India: Evolution of brand

No Class – October 22

Field Assignment Report DUE

A13—October 24: The two faces of tourism

Read: Ch. 22 (TAT) The Janus-faced character of tourism in Cuba

Case 6: Treks n rapids: Adventure sports tourism in India

Cochin, India – October 25-30

No Class—October 31

A14—November 2: Mid-term exam

Yangon, Myanmar—November 4-8

A15—November 9: Sex tourism or gender biased tourism

Read: Ch. 9 (TAT) When sex tourists and sex workers meet
Documentary film: Thailand Sex Tourism Industry

No class – November 11

A16—November 12: Community based tourism

Read: Ch. 24 (TAT) Power disparities and community-based tourism in Vietnam

Case 7: We are so sorry: Sedang Prestige resort in Indonesia

Youtube: 23 things to do in Saigon (Ho Chi Minh City)

Ho Chi Minh City, Vietnam - November 14-18

A17—November 19: Global corporate citizenship

Read: Sin & Minca (2014). Touring responsibility: The troubles with ‘going local’ in community-based tourism in Thailand

NPR Podcast: As 'Voluntourism' Explodes In Popularity, Who's It Helping

<http://www.npr.org/sections/goatsandsoda/2014/07/31/336600290/as-volunteerism-explodes-in-popularity-whos-it-helping-mostMost?>

Case 8: Carlson: Global corporate citizenship

No Class – November 21

A18—November 22: Entertainment tourism

Read: Ch. 15 (TAT) In a sense abroad: Theme parks and simulated tourism
For Chinese tourists behaving badly, a government blacklist.
CNN Video: First look at Shanghai Disneyland

Shanghai, China – November 24-29

A19—November 30: Staged places: Authenticity in tourist setting

Read: Ch. 13 (TAT) Performing traditional dances for modern tourists in the Amazon

Kobe, Japan – December 2-6

A20—December 7: Marketing of culture

Read: Ch. 14 (TAT) The authentic (in)authentic: Bushman Anthro-tourism
Molz (2007). Eating difference

A21—December 9: New horizons of responsibility: Sharing

Read: Guttentag (2015). Airbnb: Disruptive innovation and the rise of an informational tourism accommodation sector

A22—December 11: Island tourism and globalization at sea

Read: Ch. 21 (TAT) Sailing into the sunset: The Cruise-ship industry
Klein (2011). Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability

A23—December 13: Thinking change: Tourism as transnational connections

Read: Henderson (2014). The development of tourist destinations in the Gulf: Oman and Qatar compared &

TED Talk: For tolerance, we need more tourism

https://www.ted.com/talks/aziz_abu_sarah_for_more_tolerance_we_need_more_tourism

A24—December 15: Recap on the course and its materials and overview of final exam

Honolulu, Hawaii – December 16

A25—December 18: Final exam

San Diego, California – December 23

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

Field Class & Assignment

The field class for this course will take place on **19 October in Port Louis, Mauritius.**

Field Class Title: Enclave Tourism in Mauritius

Description: The field course will start with visiting Aapravasi Ghat World Heritage Site known for slave tourism. Then, we will visit Flic-en-Flac by bus (40 minutes) and will also visit one of the world-class resorts in Mauritius.

Objectives: (1) Students will learn about sustainable ways of developing tourism enterprises in a small island, where tourism plays a significant contributor to the country's GDP. (2) Students will examine island tourism and gain an up-close understanding of the interplay between world-class resorts, the local NOG's that attempt to reduce the threats to the coastlines of Mauritius, and the government programs sponsored by the Ministry of Tourism and Leisure in the country.

Assignment: The objective of the field class is that the students develop keen powers of observation and employ writing skills and various communication technologies to record and evaluate their experiences. Therefore, class assignments have been outlined above as reflection papers that will draw on their own written field report to be complemented with pictures and field notes as appropriate. A separate guideline for the report will be provided during the class.

Independent Field Assignments: Tourist Site Profiles:

Groups of 2-3 members will be formed and each group will be assigned two ports on our itinerary. Your group is to visit and analyze the dynamics at play at a tourist site in one of the ports we visit. A list of possible sites will be distributed early in the semester, and site assignments will be worked out on the ship. (Note that you are not constrained to the list. However, if you select a site not on the list and put together a team, the site MUST be cleared with me beforehand). Each of you will be responsible for your own section of a group paper and you will be asked to also evaluate your team-member's contributions to the project. Total paper length should not be more than two double-spaced pages per student in the group (12 pt font and typed). So if you have four students in your group, the entire paper should be 8 pages. The paper should directly link your findings at the site to specific articles and themes from class lectures (those that are relevant). You and your group will also informally present your findings to others in the first class after departing the port. Your paper should entail (1) researching your site prior to visiting it—reading and comparing touristic literature about the site with more academic accounts of the site (2) visiting the site and gathering ethnographic field data in support of your observation and analysis (notes, photographs, videos, interviews). Expect to spend a couple hours at the site and divide your tasks amongst your teammates for efficiency; and (4) writing a short summary analysis of what you discovered, linking your findings to class theories explored in readings and/or lectures. Your group paper will be evaluated based on the quality of your research, the extent to which you applied various class concepts and theories to what you observed during the port experience, and on the quality of data you offer to back up your observations. (A paper that only applies only a few concepts will be poorly evaluated). Incorporate your own photos, brochures, pamphlets, menus, video clips into your presentation.

METHODS OF EVALUATION/GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%:
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

Method of assessment	Percentage of final grade
Mid-term Exam	20
Final Exam	20
Field Course Reflection	20
Case Study (8 cases)	20
Independent Field Assignment (team project)	15
Class Participation (attendance and discussion contribution)	5
TOTAL	100

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor’s supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A memo from the student’s home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one’s own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative

commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

AUTHOR: Educardo Chibas
TITLE: Bye Bye Barcelona
PUBLISHER: See <http://www.byebyebarcelona.com/>
ISBN #: Film (55 minutes)
DATE/EDITION: 2014

AUTHOR: MOVIE
TITLE: The Impossible (via CCTV loop)
PUBLISHER:
ISBN#:
DATE/EDITION: 2012

AUTHOR: Film
TITLE: The Goose with the Golden Eggs
PUBLISHER:
ISBN#:
DATE/EDITION: <http://www.responsibletravel.org/news/documents/Press%20Release%20-%20Now%20available%20-%20Documentary%20Film%20on%20Costa%20Rica%20Coastal%20Tourism.pdf>

AUTHOR: Film
TITLE: Thailand Sex Tourism Industry Documentary
PUBLISHER:
ISBN#:
DATE/EDITION: <https://www.youtube.com/watch?v=hUhhilJEmPg>

AUTHOR: Youtube
TITLE: 23 things to do in Saigon (Ho Chi Minh City), Vietnam
PUBLISHER: Mark Wiens
ISBN#:
DATE/EDITION: <https://www.youtube.com/watch?v=NOcrXGYLYlg>

ELECTRONIC COURSE MATERIALS

AUTHOR: O'Sullivan, F.
ARTICLE/CHAPTER TITLE: Is tourism running Barcelona?
JOURNAL/BOOK TITLE:
VOLUME:

DATE: April 21, 2014

PAGES: <http://www.citylab.com/work/2014/04/tourism-ruining-barcelona/8918/>

AUTHOR: Saarinen, J., & Rogerson, C.M.

ARTICLE/CHAPTER TITLE: Tourism and the Millennium Development Goals: Perspectives beyond 2015.

JOURNAL/BOOK TITLE: Tourism Geographies

VOLUME: 16(1)

DATE: 2014

PAGES: 23-30

AUTHOR: Haggerty, N., Hernden, D., & Wang, A.

ARTICLE/CHAPTER TITLE: Rwanda backpackers

JOURNAL/BOOK TITLE: Harvard Business Review

VOLUME:

DATE: January 23, 2014

PAGES: PRODUCT #:W13595-PDF-ENG

AUTHOR: Caruana, R., Glozer, S., Crane, A., & McCabe, S.

ARTICLE/CHAPTER TITLE: Tourists' accounts of responsible tourism

JOURNAL/BOOK TITLE: Annals of Tourism Research

VOLUME: 46

DATE: 2014

PAGES: 115-129

AUTHOR: Hohenhaus, P.

ARTICLE/CHAPTER TITLE: Commemorating and commodifying the Rwandan genocide: memorial sites in a politically difficult context

JOURNAL/BOOK TITLE: Dark Tourism and Place Identity: Managing and Interpreting Dark Places.

VOLUME:

DATE: 2013

PAGES: 142-155

AUTHOR:

ARTICLE/CHAPTER TITLE: Cape Town Declaration on Responsible Tourism

JOURNAL/BOOK TITLE: VOLUME:

DATE: 2002

PAGES: <http://responsibletourismpartnership.org/cape-town-declaration-on-responsible-tourism/>

AUTHOR:

ARTICLE/CHAPTER TITLE: Battle for the Elephants

JOURNAL/BOOK TITLE: National Geographic Video

DATE: 2013

PAGES: http://www.dailymotion.com/video/x1gmgmf_pbs-national-geographic-2013-battle-for-the-elephants-540p-x264-aac-mvgroup-org_shortfilms

AUTHOR: Abdelal, R., & Koelble, T.
ARTICLE/CHAPTER TITLE: Londolozzi: Towards a sustainable business model and ecological integrity in Southern Africa.
JOURNAL/BOOK TITLE: Harvard Business Review
VOLUME:
DATE: July 29, 2008
PAGES: 709001-PDF-ENG

AUTHOR: McCool, S., & Moisey, R.N.
ARTICLE/CHAPTER TITLE: Introduction: Pathways and pitfalls in the search for sustainable tourism
JOURNAL/BOOK TITLE: Tourism, Recreation and Sustainability
VOLUME: 2nd ed.
DATE: 2008
PAGES: 1-16

AUTHOR: Saarinen, J.
ARTICLE/CHAPTER TITLE: Critical Sustainability: Setting the limits to growth and responsibility in tourism.
JOURNAL/BOOK TITLE: Sustainability
VOLUME: 6
DATE: 2014
PAGES: 1-17

AUTHOR: Darnall, N., & Milstein, M.B.
ARTICLE/CHAPTER TITLE: Damai Lovina Villas: Can eco-standards and certification create competitive advantage for a luxury resort?
JOURNAL/BOOK TITLE: Harvard Business Review
VOLUME:
DATE: January 12, 2015
PAGES: NA0300-PDF-ENG

AUTHOR: Spenceley, A., & Meyer, D.
ARTICLE/CHAPTER TITLE: Tourism and poverty reduction: Theory and practice in less economically developed countries.
JOURNAL/BOOK TITLE: Journal of Sustainable Tourism
VOLUME: 20(3)
DATE: 2012
PAGES: 297-317

AUTHOR: Izberk-Bilgin, E., & Nakata, C.
ARTICLE/CHAPTER TITLE: A new look at faith-based marketing: The global halal market
JOURNAL/BOOK TITLE: Business Horizons
VOLUME: 59
DATE: 2016
PAGES: 285-292

AUTHOR: Sharma, T.G., Kumar, A., Khanna, S., Gupta, A., Govindarajan, K., & Agarwal, A.
ARTICLE/CHAPTER TITLE: Incredible India: Evolution of Brand India
JOURNAL/BOOK TITLE: Harvard Business Review
VOLUME:
DATE: July 30, 2014
PAGES: W14314-PDF-ENG

NPR Podcast
Tourists Banned From India's Tiger Reserves
<http://www.npr.org/2012/09/26/161796984/tourists-banned-from-indias-tiger-reserves>

NPR Podcast
A Passage to India for Medical Treatment
<http://www.npr.org/templates/story/story.php?storyId=4562670>

AUTHOR: Pathak, A.A., & Varshney, S.
ARTICLE/CHAPTER TITLE: Treks n Rapids: Adventure sports tourism in India
JOURNAL/BOOK TITLE: Harvard Business Review
VOLUME:
DATE: November 17, 2015
PAGES: W15521-HCB-ENG

AUTHOR: Kayalar, J.
ARTICLE/CHAPTER TITLE: We are so sorry: Sedang Prestige resort
JOURNAL/BOOK TITLE: Harvard Business Review
VOLUME:
DATE: March 13, 2012
PAGES: W12792-PDF-ENG

NPR Podcast
As 'Voluntourism' Explodes In Popularity, Who's It Helping
<http://www.npr.org/sections/goatsandsoda/2014/07/31/336600290/as-volunteerism-explodes-in-popularity-whos-it-helping-mostMost?>

AUTHOR: Linde, R., & Eisenbeis, H.R.
ARTICLE/CHAPTER TITLE: The Carlson company and global corporate citizenship: The protection of children in the travel and tourism industry
JOURNAL/BOOK TITLE: Case Research Journal
VOLUME:
DATE: 2011

AUTHOR: Kuhn, A.
ARTICLE/CHAPTER TITLE: For Chinese tourists behaving badly, a government blacklist.
JOURNAL/BOOK TITLE: NPR.org
VOLUME:
DATE: 2018

PAGES: <http://www.npr.org/sections/parallels/2015/05/08/405183120/beijing-clamps-down-on-chinese-tourists-behaving-badly>

CNN Video: First look at Shanghai Disneyland

<http://www.cnn.com/videos/cnnmoney/2016/06/15/shanghai-disney-china-opening-rivers-pkg.cnn>

AUTHOR: Sin, H.L., & Minca, C.

ARTICLE/CHAPTER TITLE: Touring responsibility: The trouble with 'going local' in community-based tourism in Thailand

JOURNAL/BOOK TITLE: Geoforum

VOLUME: 51

DATE: 2014

PAGES: 96-106

AUTHOR: Molz, J.G.

ARTICLE/CHAPTER TITLE: Eating Difference. The Cosmopolitan Mobilities of Culinary Tourism

JOURNAL/BOOK TITLE: Space and Culture

VOLUME: 10(1)

DATE: 2007

PAGES: 77-93

AUTHOR: Guttentag, D.

ARTICLE/CHAPTER TITLE: Airbnb: Disruptive innovation and the rise of an informational tourism accommodation sector

JOURNAL/BOOK TITLE: Current Issues in Tourism.

VOLUME: 18

DATE: 2015

PAGES: 1192-1217

Klein (2011). Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability

AUTHOR: Klein, R.A.

ARTICLE/CHAPTER TITLE: Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability

JOURNAL/BOOK TITLE: Journal of Hospitality and Tourism Management

VOLUME: 18(1)

DATE: 2011

PAGES: 107-116

AUTHOR: Henderson, J.C.

ARTICLE/CHAPTER TITLE: The development of tourist destinations in the Gulf: Oman and Qatar compared.

JOURNAL/BOOK TITLE: Tourism Planning & Development

VOLUME: 12

DATE: 2015

PAGES: 350-361

TED Talk: For tolerance, we need more tourism

https://www.ted.com/talks/aziz_abu_sarah_for_more_tolerance_we_need_more_tourism

ADDITIONAL RESOURCES

None