

PORTLAND STATE UNIVERSITY
in partnership with the Gap Year Association (GYA)

MGMT 199: Sustainable Hospitality and Tourism in Practice

COURSE SYLLABUS

CREDITS: 4 quarter-credits – Continuous Enrollment Course

Students who plan to use this course to fulfill specific requirements should discuss transfer options and obtain written approval from a counselor or study abroad advisor at their own college/university PRIOR to enrolling in this course.

PREREQUISITES:

There are NO prerequisites for this course.

METHOD OF INSTRUCTION:

This course is a field-based self-study. The course instructor will correspond with the student and provide written feedback on course assignments via email and other remote communication.

INSTRUCTOR OF RECORD:

PSU has approved the following Instructors of Record, one of whom will be assigned to you (typically two+ weeks prior to the beginning of your program):

- Britt Basel, MS - brittbasel@ecothropic.com
 - Dianna Hahn, MA - dianna@gapyearassociation.org
 - Alexander Papouchis, MS - alexpapouchis@gmail.com
 - Cam Sylvester, MA – ccamsylvester@gmail.com
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COURSE DESCRIPTION:

This course will provide hands-on learning opportunities for undergraduate students who participate in study-away opportunities. Students will examine issues associated with sustainability in the hospitality and tourism industry. This course will introduce students to the idea of the triple bottom line (economic, social, and environmental) and ask them to analyze sustainability programs in practice with a critical eye towards evaluating their effectiveness.

COURSE EXPECTATIONS:

- **Environment of Respect:** Disagreement and diversity of opinions are encouraged. You will be challenged to think critically about the impact of cultural differences, which may emerge in concepts of gender, race, the roles environment has in business and market development, socioeconomic status, physical and cognitive ability, sexuality, and other forms of diversity. You are encouraged to ask difficult questions and engage in discussion and critical reflection. Please be respectful of others, listen, and try to understand differences.
- **Experiential Learning:** In this course, learning is an experiential process in which you will have the opportunity to reflect on your experiences throughout the term. The richness of the course will depend on the questions, insights, and active participation that you bring.
- **Personal Responsibility:** You are expected to engage fully in the coursework and take action if you need help. Please communicate any concerns about assignments, deadlines, or course activities to your Instructor of Record.
- **Academic Integrity:** Please adhere to university policies. Take special note of policies regarding plagiarism and course withdrawal. Each student is expected to prepare their own assignments, and any assignments submitted should be the sole work of the student. Academic dishonesty, including cheating, plagiarism, or knowingly furnishing false information, will not be tolerated. PSU's Code of Student Conduct may be found at <https://www.pdx.edu/dean-student-life/psu-code-student-conduct-and-responsibility>

STUDENT OUTCOMES:

Upon completion of this course, participants will be able to:

- Define the concept of sustainability and understand how the concept can be applied to tourism and hospitality
- Describe the components of sustainability programs in tourism and hospitality
- Explore the major consumer issues associated with sustainability in tourism and hospitality
- Critically analyze the potential benefits and drawbacks of Tourism and Hospitality as a strategy for sustainable development and driving local economies
- Critically evaluate environmental performance within tourism and hospitality
- Conduct first-hand interviews with people who are involved in sustainable tourism practices

CONTACT HOURS, EXCURSIONS, AND METHODS OF INSTRUCTION:

A total of 40 contact hours will be facilitated. These hours will come in the forms of:

- Volunteering with local service-learning projects, nonprofits, and businesses using sustainable practices
- Interviews with local community members, business professionals, politicians, activists, etc.
- Participation in local political events (where available), community meetings, engagement efforts aligned to sustainability
- Site visits to businesses, lodging destinations, agricultural sites, and restaurants
- Excursions to local museums, monuments, historically significant sites, etc.

ASSIGNMENTS

REQUIRED HOURS: You must complete 40 contact hours as described above. The Gap Year Association will provide verification of hours.

DAILY JOURNAL: The journal requirement is an important component of your grade for this course. It will count for 30% of your final grade. Elements that make a strong journal include self-reflection and evidence of critical thinking.

If you are enrolled in multiple courses, you are only required to **maintain one journal for all courses**

Journals should be **handwritten and legible**, as handwritten reflections tend to be deeper and more insightful than those maintained digitally. Additionally, many programs have limitations to device usage in different locations; as such, a typed version may not be an option.

Journals will be graded as follows:

- **Self-reflection (20%):** Ask yourself critical questions about the experience you are having. How is this different from what you expected? What personal challenges are you experiencing? How are you learning and growing from this experience?
- **Reflection about your location and host culture (20%):** What is similar to and/or different from your home culture/environment? What is unique about this place/location? How is your day-to-day experience and learning in the host culture challenging or validating your worldviews?
- **Sharing reflections on group dynamics (20%):** What lessons can you take away from the experience you are having with your cohort? How are you developing or changing within the group?
- **Reflection on specific course themes (20%):** Review the student outcomes from the courses you are registered for. In your journal entries, speak directly about your inquiry and learning related to those course themes.
- **Quality & Consistency (20%):** Journaling every day or every few days with focus on the above elements will lead to higher quality journals and a better overall journal grade.

REQUIRED READING: You must read at least **ONE** book from the Recommended Reading list and demonstrate knowledge learned and/or perspectives expressed (with [MLA](#) or [APA](#) citations) in your FINAL REPORT.

A **FINAL REPORT** of insights gained from your study-away experience is required in order to complete the course. **Our expectation is that the paper you submit will reflect college-level writing.** Your report should be 8-10 pages in length. Reports must be typed (double spaced) with a cover page that includes your name, the academic quarter (e.g. fall 2021), the name of the program you attended, and the course number.

Submit a comprehensive analysis about one sustainable business, nonprofit organization, or other entity you encountered during your experience away (e.g., restaurant, destination management company, travel/tour operator, lodging business, local farm, fishing and aquaculture organization, etc.). Describe how this entity is utilizing sustainable business solutions to deliver their products or services. With detailed reflections on their impact on the local economy, society, and environment (both positive and negative impacts) assess whether or not you think the organization has been effective at creating a truly sustainable operation. Provide evidence to support your argument and explore how the operation's work has local, regional, and/or global impact.

Final Report will be graded as follows:

- Analysis of sustainable impact for one organization- 20%
- Using evidence to support your position - 20%
- Exploration of impact on economic, social, and environmental outcomes - 20%
- Clarity and organization of ideas - 20%
- Grammar and punctuation - 10%
- Ability to demonstrate knowledge from the required readings - 10%

DEADLINES & SUBMISSIONS:

All course requirements must be submitted by:

- Fall Semester: January 20th
- Spring Semester: June 20th

SUBMITTING JOURNALS & FINAL REPORTS:

- **Journals:** Once complete, please capture legible images/scans of your handwritten journal and submit as **ONE COMPLETE** document via email/shared drive to your instructor. Instructors reserve the right to refuse your journal submission if it is not legible. Some tips for quality submission when photographing or scanning your journal:
 - Ensure adequate light
 - Use equal camera height/distance if taking photos of journal
 - Turn OFF the flash
 - Pay attention to shadows and reflections
 - Ensure the entire page is captured and sections are not cut off (even margins)!
- **Final report:** Please email or share your final report with your Instructor of Record

COURSE EVALUATION:

- **Daily Journal** (30% of total course grade): Evaluation criteria include, but are not limited to, clearly presented ideas and observations, creative thought, and relevant concepts.
- **Final Paper** (70% of total course grade): Evaluation criteria include, but are not limited to, appropriate grammar and verb use, format, content relevance, organization, analysis, originality, and summarization skills.
- **Required Readings:** This is a requirement for successful completion of this class and 10% of your paper grade depends on your referencing examples and lessons learned. Citations are required.
- **Required Hours:** The Gap Year Association will provide verification of these hours.
- **Grading:** This course is graded with letter grades A - F. See more details about PSU's grading system [here](#).

READING LIST

Students must read and cite at least ONE book in the final assignment. The following books have been approved for this course. Any other books not on this list must first be approved by your Instructor of Record.

ALL REGIONS:

An Introduction to Sustainable Tourism, by Alexandra Coghlan

A book that combines theoretical and applied knowledge to analyzing sustainable tourism practices.

Cannibals with Forks: Triple Bottom Line of 21st Century, by John Elkington

Elkington outlines how businesses can impact social equity, environmental protection, and economic prosperity by thinking beyond just the bottom-line of their business.

Cradle to Cradle. Remaking the Way we Make Things, by William McDonough & Michael Braungart

A manifesto for a radically different philosophy and practice of manufacture and environmentalism.

Crossing Boundaries, by Aziz Abu Sarah

Through sharing inspiring, funny, and surprising stories of the author's experiences around the world, this book is an exploration of how to heal our world from stereotypes, prejudice, and ignorance through travel. The author is a Palestinian peace activist, National Geographic Explorer, and TED fellow who has dedicated his life to bringing people together.

Drawdown, by Paul Hawken

This book maps, measures, and models the 100 most substantive solutions to global warming. For each solution, we describe its history, the carbon impact it provides, the relative cost and savings, the path to adoption, and how it works.

Manifestos on the Future of Food and Seed, by Vandana Shiva

A short collection of essays about what we eat and how we grow it.

Overbooked: The Exploding Business of Travel and Tourism, by Elizabeth Becker

Investigates one of the largest and possibly most destructive enterprises in the world: the travel industry.

Sustainable Tourism Management, by John Swarbrooke

Ecotourism & Sustainable Development: Who Owns Paradise? by Martha Honey

Ancient Futures, by Helena Norberg-Hodge

"...a moving portrait of tradition and change in Ladakh (little Tibet), a scathing critique of the global economy and a rallying cry for economic localization."