

**PORTLAND STATE UNIVERSITY –
in partnership with the Gap Year Association study abroad**

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 curriculum areas should discuss transfer options and obtain written approval from a counselor or study abroad advisor at their own college/ university PRIOR to enrollment in this course.

PREREQUISITES: There are NO prerequisites for this course.

METHOD OF INSTRUCTION:

This course is field-based. The course instructor will be available via e-mail.

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.hahn@gmail.com
 - Alexander Papouchis, MS - alexpapouchis@gmail.com
 - Cam Sylvester, MA – camsylvester@gmail.com
- Office: 503-206-7336
Web: <https://gapyearassociation.org>
Address: PO Box 17427, Portland, OR 97217

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 toward 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 include 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 have the opportunity to engage in and reflect on a variety of different experiences throughout the term. The richness of this class will depend on the questions, insights, and active participation that you bring.
- **Personal Responsibility:** You are expected to engage fully in this class and take action if you need help. Please communicate any concerns about assignments, deadlines, or classroom activities.
- **Academic Integrity:** Please adhere to university policies. Please take special note of policies regarding plagiarism and course withdrawal. It is expected that each student will prepare his or her own assignments and that any assignments submitted will be the sole work of the student. Academic dishonesty, including cheating, plagiarism, or knowingly furnishing false information, will not be tolerated. The University's Code of Student Conduct may be found at <https://www.pdx.edu/dos/psu-student-code-conduct>.

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.

STUDENT ASSIGNMENTS:

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

A DAILY JOURNAL in English will be a descriptive study/journal of your semester. Use it to keep brief narratives of your daily experiences. It should contain notes on places visited, interviews, daily purchases, oral language activities, student observations of different and unique cultural traits, etc. Self-reflection is important will be a significant portion of your journal grade. When writing journals consider questions like:

- How is this experience different from my expectations?
- What challenges have I faced throughout this experience? How am I overcoming them?
- Explore differences, similarities to your home culture.
- What have been the most poignant learning experiences? How have they impacted my world-view?

REQUIRED READING – must read **a MINIMUM of ONE book** from the Reading List and demonstrate knowledge learned and/or perspectives expressed (with citations) **in your FINAL REPORT.**

FINAL REPORT of insights gained from this study away experience. Our expectation is that the papers you submit will reflect college-level writing. Your report will be 8-10 pages in length. Reports must be typed (double spaced) with a cover page that includes your name, the quarter (eg. fall 2021), the program attended, and course number. Your paper must reference one reading and use proper citations.

Submit a comprehensive analysis about one sustainable business, nonprofit, or other entity you encountered during your experience away (restaurant, destination management, travel/tour operator, lodging, 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 you think the organization has been effective at creating a truly sustainable operation? Provide evidence to support your argument and explore how the organizations 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%

DUE DATES, SUBMITTING JOURNAL AND FINAL REPORT:

Calendar/Schedule:

All course requirements must be submitted by:

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

Submitting Journals & Final Reports:

Please email your final report to the instructor, and post any necessary journals or supportive documents to:

The Gap Year Association
PSU Grading Instructor
PO Box 17427
Portland, OR 97217

*** Purchase tracking for anything you post as some materials have gotten lost in the past.

COURSE EVALUATION CRITERIA:

Daily Journal (30%): Evaluation criteria include, but are not limited to, clearly presented observations, creative thought, appropriateness, and adequate reflection.

Final Report (70%): Evaluation criteria include, but are not limited to, insight, format, content appropriateness, organization skills, and analysis of topic.

Required Readings: This is a requirement for successful completion of this class and 10% of your paper grade depends on your referencing key lessons learned or examples. (Citations are required)

Presentation: Successful completion of the presentation is required for this course.

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 properly reference ONE of the below readings in their final papers. Alternative readings may be used if approved by your Instructor of Record.

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. 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

Drawdown 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."