NATIONAL UNIVERSITY
COLLEGE OF TOURISM AND HOSPITALITY MANAGEMENT

DOCUMENT:	SYLLABUS	COURSE CODE:	GTSUTOUR	COPIES ISSUED TO:
EFFECTIVITY:	AY 2023 - 2024	COURSE TITLE:	SUSTAINABLE TOURISM	College of Tourism and Hospitality Management Learning Resource Center Faculty

VISION
We are National University, a dynamic private institution committed to nation-building, recognized internationally in education and research.

MISSION
Guided by the core values and characterized by our cultural heritage of Dynamic Filipinism, National University is committed to providing relevant, innovative, and accessible quality education and other development programs.

We are committed to our:

STUDENTS, by molding them into life-long learners, ethical and spiritual citizens, and self-directed agents of change.

FACULTY and EMPLOYEES, by enhancing their competencies, stimulating their passions, cultivating their commitment, and providing a just and fulfilling work environment.

ALUMNI, by strengthening their sense of pride through engagement, loyalty, and love for their alma mater.

INDUSTRY PARTNERS and EMPLOYERS, through active collaborations, providing them Nationalians who will contribute to their growth and development.

COMMUNITY, by contributing to the improvement of life's conditions and well-being of its members.

CORE VALUES
1 Integrity 2 Compassion 3 Innovation 4 Resilience 5 Patriotism

GRADUATE ATTRIBUTES INTENDED FOR NATIONALIANS (GAINs)

1. Leadership and Teamwork
2. Responsible Citizenship
3. Innovative, Creative, and Critical Thinking
4. Academic and Professional Competence
5. Effective Communication
6. Whole Person Character
7. Life and Career Skills Orientation
8. Technological Literacy

INSTITUTIONAL LEARNING OUTCOMES (ILO)

a. Exhibit moral, ethical, and competent leadership
b. Collaborate effectively in teams of different cultures.
c. Participate actively in community-oriented advocacies that contribute to nation-building
d. Develop an entrepreneurial mindset.
e. Provide solutions to challenges in various fields of specialization and society in general
f. Demonstrate mastery of foundational skills and specific areas of specialization.
g. Express ideas meaningfully, accurately, and appropriately in multicultural and multidisciplinary contexts
h. Practice NU Core Values in personal and professional life
i. Engage in continuing personal and professional development
j. Exemplify the capacity for self-reflection
k. Demonstrate adaptability, flexibility, productivity, and accountability in diverse settings.
l. Exhibit mastery in navigating various technological tools and techniques

Program Educational Objectives (PEO)
After 3 to 5 years on the job, [Tourism Management] graduates of NU are expected to:

	a	b	c	d	e	f	g	h	i	j	k	l
1. Implement plans, programs, and policies related to the tourism and hospitality industry in a supervisory or managerial capacity through adherence to pertinent laws, active community engagement, and research projects.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2. Analyze and evaluate reports, trends, and risks associated with Tourism industry standards and practices	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3. Develop plans, programs, and strategies for service-oriented organizations and communities to ensure the sustainable development of tourism through effective leadership, an entrepreneurial spirit, and continuous self-development.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4. Generate innovative ideas in the design of local tourism products, and services, utilizing the latest information technology applications, tools, and techniques for the development of the Tourism industry.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

5. Demonstrate effective oral and written communication and critical thinking skills in forging relationships with various stakeholders in the industry.

	PEO				
	1	2	3	4	5
	✓	✓	✓	✓	✓

Program Outcomes (PO)

At the time of graduation, the (TM/ HM) student must be able to:

	PEO				
	1	2	3	4	5
1. Demonstrate leadership, administrative and managerial skills in a service-oriented business	✓	✓	✓	✓	✓
2. Demonstrate knowledge of tourism and hospitality-related principles, standards, risks, trends, and laws by recognizing industry-related problems in the workplace and offering appropriate solutions.	✓	✓	✓	✓	✓
3. Develop an entrepreneurial mindset anchored on ethical and moral principles and practices.	✓	✓	✓	✓	✓
4. Prepare and analyze tourism and hospitality industry-specific transactions, reports, and plans using the latest information technology applications, productivity tools, techniques, and research methodologies.	✓	✓	✓	✓	✓
5. Relate and communicate efficiently, both verbally and in writing, with different stakeholders in the Tourism and Hospitality Industry.	✓	✓	✓	✓	✓

COURSE DESCRIPTION

The course aims to provide a broad understanding of environmental, social, and economic issues and their impact upon the tourism industry, therefore subject areas such as pollution and waste management and biodiversity, community values formation and development, and fair trade will be the primary focus. Awareness and understanding of the implications of tourism impacts will be given as a guide for sustainable tourism planning and development. The course aims to assess the sustainability of a domestic destination as a case study leading to the best practices and areas for improvement for a more holistic perspective on rural tourism development.

The course critically examines tourism planning as a process and as a set of techniques for sustainable tourism development.

PRE-REQUISITE(S)

None.

COURSE OUTCOMES (CO)

At the end of the course, the student must be able to:

	Program Outcomes (PO)				
	1	2	3	4	5
1. Understand the philosophy, scope and principles of sustainable development, and recognize different types of niche tourism activities with the capacity to foster sustainable community development.	✓	✓	✓	✓	✓
2. Differentiate sustainable versus non-sustainable practices in operations tourism development, and recognize socio-cultural, environmental and economic impact of tourism at the individual, and greater community.		✓	✓	✓	✓
3. Identify strategies that mitigate negative impacts and enhance positive impact of tourism within a holistic approach.		✓	✓	✓	✓
4. Assess the operations of a tourist attraction or destination based on life cycle, sustainability indicators, carrying capacity and Global Sustainable Tourism Criteria		✓	✓	✓	✓
5. Plan using sustainable tourism practices based on acceptable sustainable planning frameworks.		✓	✓	✓	✓

CREDIT

[1][Lecture] 3 units

TIME ALLOTMENT

4 hours lecture every week

COURSE REQUIREMENTS

These are the course requirements:

1. Quizzes
2. Forum Discussion
3. Sustainable Tourism Case Study
4. Education Tour in Sustainable Tourism Destination

CLASS POLICIES

1. Be on time for every session. Be in MS Teams/ classroom five to ten (5-10) minutes before your scheduled class. This ensures that any last-minute issues can be resolved so you will not be late for class.
2. Student's absences shall not exceed 20% of the total Synchronous or Face-to-Face meetings (Limited to 3 absences only)
3. Greet your professors upon entering the class. You may turn on your mic if the class has not started yet or you may type it on the chat box for online sessions.
4. Wear a complete NU uniform for both online and face-to-face classes.
5. Students should be seated for the duration of the session.
6. Update your profile by uploading a NU identification picture on MS Teams. Wear your school ID for face-to-face sessions.
7. You may be asked to turn on your camera if needed during online sessions.
8. Always turn off the microphone while in session. Turn on the mic if you want to comment on something relevant then turn off the mic immediately.
9. Use formal, or NU background during video conferencing.
10. Stay on topic. Do not post irrelevant comments, links, thoughts, or pictures. Be aware of strong language, all caps, and exclamation points. For face-to-face sessions, always be polite in your language and gestures.
11. Click the "raise hand" function in MS Teams if you have any questions or clarification to make. Wait for your instructor to acknowledge you before unmuting the mic to speak. For face-to-face sessions, raise your hand and wait to be acknowledged.
12. All requirements will be submitted through the MS Teams "assignment tab" unless requested by your professors/teachers.
13. If you attend to some urgent during the class or it will take some time, inform your instructor with a chat message, and wait for approval. For face-to-face sessions, seek permission from the instructor before leaving the classroom during the class.
14. Take down notes using MS Word or write them down in your notebook. Avoid using screenshots or srip shots of the lectures or PowerPoint.

GRADING SYSTEM

Breakdown the grade components for the final grade computation

Grade Equivalent

Grade Range (%)	Grade Point
96 – 100	4.0
90 – 95	3.5
84 – 89	3.0
78 – 83	2.5
72 – 77	2.0
66 – 71	1.5
60 – 65	1.0
59 and below	R

Midterm = 50%
- Course work – 60%
- Midterm Requirement/s – 20%
- Attendance – 10%
- Personality Development – 10%

Final = 50%
- Course work – 40%
- Final Requirement/s – 20%
- Portfolio/ Documentation – 20%
- Attendance – 10%
- Personality Development – 10%

Lecture 50% (Midterm + Final) + Laboratory 50% (Midterm + Final) = Final Grade

COURSE CONTENTS / COURSE OUTLINE

WEEK	COURSE OUTCOMES	TOPIC OUTCOMES	TOPICS	METHODOLOGY	RESOURCES	ASSESSMENT
1		To describe the course requirements and grading system and outline the list of topics related to sustainable tourism	Orientation Course Overview Syllabus review Grading system Course requirements	Overview of the Course and a simple "Get to Know Each Other" Activity	Orientation PowerPoint Course Material 1: Student Outline	Forum Participation
			Presentation of Syllabus, Topics, Requirements, and Grading System through a PowerPoint Slideshow and PDF Files using Microsoft Teams			
2-3	CLO1 - 3	Explain the nature, scope, history, principles, and significance of sustainability and sustainable tourism anchored on the different frameworks of sustainable development	**Nature and Scope of Sustainable Tourism** 1. Overview of Sustainability 2. History of Sustainability, Sustainable Development, and Sustainable Tourism Frameworks 3. Sustainable Development and Sustainable Tourism Frameworks	Interactive Discussion and Analysis of Sustainable Development and Sustainable Tourism Frameworks	Course Material 2: Topic Ppt. Slides Module: Nature and Scope of Sustainable Tourism	Forum Discussion on Sustainability Frameworks
4-5	CLO 4	Evaluate the sustainability of a destination using different assessment tools and indicators	**Tourism Sustainability Assessment** 1. Indicators of Tourism Sustainability	Interactive Discussion and Case Analysis on Sustainability Indicators	Course Material 3: Topic Ppt. Slides Module: Tourism Sustainability Assessment	Case Analysis and Presentation

WEEK	COURSE OUTCOMES	TOPIC OUTCOMES	TOPICS	METHODOLOGY	RESOURCES	ASSESSMENT
			2. Destination Life Cycle 3. Carrying Capacity 4. Global Sustainable Tourism Criteria			
6	CLO 5	Identify the positive and negative impacts of tourism to the economy and suggest practical ways on how tourism can contribute to the economic stability and improvement of a destination.	**Tourism Dimensions and Impacts** 1. Overview on Tourism Impacts and Impact Frameworks 2. Socio-cultural, Environmental and Economic Dimensions of Tourism 3. Socio-cultural, Environmental and Economic Dimensions of Tourism 4. Mitigating Impacts and Measures	Interactive Discussion and Analysis of Tourism Dimension and Impacts	Course Material 4: Topic Ppt. Slides Module: Tourism Dimensions and Impacts	Forum Discussion on Tourism Dimension Impacts Summative Test
7			MIDTERM EXAMINATION			
8	CLO 1-5	Present Case Study on Sustainable Tourism Assessment	**MIDTERM OUTPUT:** Sustainable Tourism Case Study Proposal	**MIDTERM OUTPUT:** Sustainable Tourism Case Study Proposal	**MIDTERM OUTPUT:** Sustainable Tourism Case Study Proposal	**MIDTERM OUTPUT:** Sustainable Tourism Case Study Proposal
9	CLO 5	Analyze the condition of ecotourism in the Philippines	**Ecotourism and Responsible Tourism** 1. Ecotourism in the Philippines 2. Conservations Laws and Frameworks	Interactive Discussion	Course Material 5: Topic Ppt. Slides Module: Ecotourism and Responsible Tourism	Forum Discussion on Ecotourism

WEEK	COURSE OUTCOMES	TOPIC OUTCOMES	TOPICS	METHODOLOGY	RESOURCES	ASSESSMENT
10	CLO 5	Analyze the codes and guidelines for the implementation of responsible tourism.	**Responsible Tourism** 1. Tourism Code of Ethics	Interactive Discussion	Course Material 5: Topic Ppt. Slides Module: Ecotourism and Responsible Tourism	Forum Discussion on Responsible Tourism and Group Work for the Continuation of Case Study
11	CLO 1-5	Inspect the application of sustainable tourism principles in a tourist destination	Responsible Tourism and Other Forms (Farm, Community-Based, Fair-Trade, Poor and Voluntourism)	Interactive Discussion	Course Material 5: Topic Ppt. Slides Module: Ecotourism and Responsible Tourism	Forum Discussion on Responsible Tourism and Group Work for the Continuation of Case Study
			EDUCATIONAL TOUR			
		Evaluate and analyze the tourism planning frameworks	**Sustainable Tourism Planning Frameworks**	Interactive Discussion and Case Analysis on Sustainable	Course Material 6: Topic Ppt. Slides	Continuation of Case Study and Presentation of
12	CLO 5		1. Limits of Acceptable Change 2. Visitor Impact Management Model 3. Tourism Optimization Management Model	Tourism Planning Frameworks	Module: Sustainable Tourism Planning Frameworks	Updates Summative Test
13	CLO 1 - 5	Recommend a Sustainable Tourism Program	**Sustainable Tourism Program or Research Presentation**	Consultation on Sustainable Tourism Program Case Study	Course Material 7: Case Study or Research Presentation Guide and Rubrics	Sustainable Tourism Program Case Study Rubrics
13.5			**SUBMISSION OF FINAL OUTPUT** Presentation of a Sustainable Rehabilitation Program			

RESOURCES

Suggested References:

1. Yeung, M.A. (2021). Macro perspective in tourism and hospitality. Edric Publishing. RES GI 55.A1 Y486 2021
2. Ratten, V. (2020). Tourism innovation: technology, sustainability and creativity. Routledge. GC GI55 Al .T68 2020
3. Cruz, Z. (2019). Micro perspective in tourism and hospitality. Rex Book Store. FIL G 155.A1 L36 2019
4. Lim, R. (2019). Micro perspective in tourism and hospitality. Mind Shapers Co. Inc. FIL G155.A1 .C78 2019 C.1

FURTHER READING:
1. sdgs.un.org
2. www.unwto.org

PREPARED:	CHECKED:	RECOMMENDED FOR APPROVAL:	APPROVED:
TOURISM MANAGEMENT FACULTY CLUSTER Department Faculty	Ms. JEOLYN G. NABOR University Librarian/Senior Director-LRC	Ms. MARIEL A. CATACUTAN, PhD Chair, [BSTM]	Ms. MERLENE L. FORBES, MBA Dean, CTHM

Oral Presentation Rubrics

The criteria in evaluating presentation such as content (40%), Organization (15%), Language (20%), Delivery (15%) and Overall Presentation (10%) are evaluated thru this rubric

Criteria	Excellent 9-10	Proficient 7-8	Basic 5-6	Acceptable 3-4	For Effort 1-2	Score	%
Organization 15%	*Specific introduction and conclusion *Sequenced material within the body *Cohesive presentation context	*Specific introduction and conclusion *Sequenced material within the body *Cohesive presentation context	*Specific introduction and conclusion *Sequenced material within the body is inconsistent	*Specific introduction and conclusion *No sequence in material	*done and able to present the paper		0
Language 20%	*Enhance the effectiveness of the presentation *Correct grammar *Appropriate to audience	*Support the effectiveness of the presentation *Correct grammar *Appropriate to audience	*Not interesting *Partially support the effectiveness of the presentation *Correct grammar *Appropriate to audience	*Unclear *Minimally support the effectiveness of the presentation *Occasional mistakes in grammar *Appropriate to audience	*passed the manuscript yet major revision in grammar and sentence construction		0
Delivery 15%	*Good posture *Eye contact with the audience most of the time *Appropriate gesture and expression *Deliverance with confidence *Full group participation *Professional Dress	*Good posture *Frequent eye contact with the audience *Appropriate gesture and expression *Almost full group participation *Professional Dress	*Intermittent good posture *Occasional eye contact with the audience *Appropriate gesture and expression *Partial group presentation *No professional dress (wore jeans, etc)	*Poor posture *Seldom eye contact with the audience *Not enough or too much gesture and expression *"One" person presentation. *No professional dress (wore jeans, etc)	*Does not give much effort on the professional attire		0
Content 40%	*Students discuss the subject in great details *Student describes in detail about their findings *Student indicate what they have learnt	*Students discuss the subject with some details. *Student outlines their finding *Student show what they have learnt	*Students discuss the subject with a few details. *Student do not outline their finding *Student's misconceptions are still seen	*Students discuss the subject with very minimal details *Students do not outline what they have learnt *Students still sound confused on this topic	*just a matter of compliance		0
Overall Presentation 10%	*Student used visual aids *Student was confident in material *Time appropriate	*Student used visual aids *Student was semi*confident in material *Time appropriate	*Student used no visual aids *Student was not confident in material *Presentation was too short/too long	*Student used no visual aids *Student could not answer questions regarding material *Presentation was too short/too long	*Effort on submitting the requirements		0
					Total	0	0