



NATIONAL UNIVERSITY
COLLEGE OF TOURISM AND
HOSPITALITY MANAGEMENT

DOCUMENT: SYLLABUS

COURSE: Sustainable Tourism

COPIES ISSUED TO:
College of Tourism and Hospitality Management
Learning Resource Center
Faculty

DATE OF EFFECTIVITY: AY 2022 - 2023

COURSE CODE: GTSUTOUR

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 Filipinoism, 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 a 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 collaboration, providing them Nationalists 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
GRADUATE ATTRIBUTES INTENDED FOR NATIONALIANS (GAINS)

4. Resilience 5. Patriotism

INSTITUTIONAL LEARNING OUTCOMES (ILOs)

- Conscientious and Reflective Leader
 - Significant Contributor towards Social Transformation
 - Possessing an Entrepreneurial Mindset
 - Knowledge Creator
 - Competent Communicator and Collaborator
- > Exhibit the capacity for self-reflection
 - > Exhibit the willingness to engage in self-appraisal
 - > Apply moral and ethical standards in leading others
 - > Express ideas effectively
 - > Effectively use various ICT tools to convey ideas
 - > Participate actively in community-oriented advocacies that contribute to nation building
 - > Produce alternative solutions, processes, and approaches
 - > Apply problem-solving skills
 - > Provide solutions to challenges in respective areas of specialization
 - > Work effectively in teams of different cultures
 - > Engage in continuing personal and professional development

Program Learning Outcomes (College of Tourism and Hospitality Management)

	ILO										
	a	b	c	d	e	f	g	h	i	j	k
1. Demonstrate knowledge of tourism industry, local tourism products and services				✓							✓
2. Interpret and apply relevant laws related to tourism industry			✓								✓
3. Observe and perform risk mitigation activities						✓	✓	✓	✓		✓
4. Utilize information technology applications for tourism and hospitality					✓		✓				✓
5. Manage and market a service-oriented business organization					✓				✓		✓
6. Demonstrate administrative and managerial skills in a service oriented business orientation			✓				✓		✓		✓
7. Prepare and monitor industry specific financial transactions and reports			✓	✓	✓		✓	✓	✓		✓
8. Perform human capital development functions of a tourism oriented organization			✓	✓	✓	✓	✓	✓	✓		✓
9. Utilize various communication channels proactively in dealing with guest and colleagues			✓	✓	✓		✓				✓

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 LEARNING OUTCOMES (CLO)

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

	PLO								
	1	2	3	4	5	6	7	8	9
1. Understand the philosophy, scope and principles of sustainable development	✓		✓	✓		✓		✓	✓
2. Recognize different types of niche tourism activities with the capacity to foster sustainable community development		✓					✓	✓	✓
3. Differentiate sustainable versus non sustainable practices in operations tourism development.		✓	✓			✓		✓	✓
4. Recognize socio-cultural, environmental and economic impact of tourism at the individual, and greater community.	✓		✓	✓		✓			✓
5. Identify strategies that mitigate negative impacts and enhance positive impact of tourism within a holistic approach	✓		✓		✓		✓		✓
6. Assess the operations of a tourist attraction or destination based on life cycle, sustainability indicators, carrying capacity and Global Sustainable Tourism Criteria		✓	✓	✓	✓	✓			✓
7. Plan using sustainable tourism practices based on acceptable sustainable planning frameworks.	✓	✓				✓			✓

CREDIT

3 Units Lecture

TIME ALLOTMENT

4 hours lecture every week

COURSE REQUIREMENTS

1. Quizzes
2. Forum Discussion
3. Sustainable Tourism Case Study
4. Educational Tour in a Sustainable Tourist Destination

CLASS POLICIES (FLEX GUIDELINES)

1. Wear smart casual attire. Sleeveless and sandals are not allowed.
2. Students should be seated for the duration of the meeting
3. Be on time in every session. Be in MS Teams classroom five to ten (5-10) minutes before your scheduled class. This ensures that any last-minute connection issues can be resolved so you will not be late in class.
4. Update your profile by uploading a NU identification picture.
5. You may be asked to turn on your camera if needed
6. Always turn off the microphone while in session. Turn on the mic if you want to comment something relevant then turn off the mic immediately.
7. Avoid destructive backgrounds during video conferencing.
8. Stay on topic. Do not post irrelevant comments, links, thoughts, or pictures. Be aware of strong language, all caps, and exclamation points

GRADING SYSTEM

Forum Discussions	:	20 %
Long Quiz	:	20 %
Sustainable Tourism Case Study	:	30 %
Educational Tour	:	30 %

Grade	Equivalent
4.0	96-100
3.5	90-95
3.0	84-89
2.5	78-83
2.0	72-77
1.5	66-71
1.0	60-65
R	<59
0.0	Fail
Dn	Dropped
IP	In Progress

R (Repeat) - Given to student if grade is below 50

IP (In Progress): Given to student if there are missing academic requirements and is change to R if unable to complete the requirements after one year.

Course Contents						
WEEK	COURSE LEARNING OUTCOMES	TOPIC LEARNING 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 Presentation of Syllabus, Topics, Requirements, and Grading System through a Powerpoint Slideshow and PDF Files using Microsoft Teams	Orientation Powerpoint Course Material 1: Student Outline	Forum Participation
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 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 & 7	Evaluate the sustainability of a destination using different assessment tools and indicators	Tourism Sustainability Assessment 1. Indicators of Tourism Sustainability 2. Destination Life Cycle 3. Carrying Capacity 4. Global Sustainable Tourism Criteria	Interactive Discussion and Case Analysis on Sustainability Indicators	Course Material 3: Topic Ppt. Slides Module: Tourism Sustainability Assessment	Case Analysis and Presentation
6 - 7	CLO 5-6	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	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

WEEK	COURSE LEARNING OUTCOMES	TOPIC LEARNING OUTCOMES	TOPICS	METHODOLOGY	RESOURCES	ASSESSMENT	
			4. Mitigating Impacts and Measures				
8	CLO 1-6	Present Case Study on Sustainable Tourism Assessment	MIDTERM OUTPUT: Sustainable Tourism Case Study Proposal Ecotourism and Responsible Tourism 1. Ecotourism in the Philippines 2. Conservations Laws and Frameworks	MIDTERM OUTPUT: Sustainable Tourism Case Study Proposal Interactive Discussion	MIDTERM OUTPUT: Sustainable Tourism Case Study Proposal Course Material 5: Topic Ppt. Slides Module: Ecotourism and Responsible Tourism	MIDTERM OUTPUT: Sustainable Tourism Case Study Proposal Forum Discussion on Ecotourism	
9	CLO 6	Analyze the condition of ecotourism in the Philippines					
11	CLO 1-7	Inspect the application of sustainable tourism principles in a tourist destination	EDUCATIONAL TOUR Responsible Tourism 1. Tourism Code of Ethics 2. 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	
10	CLO 6	Analyze the codes and guidelines for the implementation of responsible tourism.					
12	CLO 7	Evaluate and analyze the tourism planning frameworks	Sustainable Tourism Planning Frameworks 1. Limits of Acceptable Change 2. Visitor Impact Management Model 3. Tourism Optimization Management Model	Interactive Discussion and Case Analysis on Sustainable Tourism Planning Frameworks	Course Material 6: Topic Ppt. Slides Module: Sustainable Tourism Planning Frameworks	Continuation of Case Study and Presentation of Updates Summative Test	
13	CLO 1 - 7	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	CLO 1-7	SUBMISSION OF FINAL OUTPUT: Presentation of a Sustainable Rehabilitation Program					

TEXTBOOK

1. Ratten, Vanessa (2020) Tourism innovation: technology, sustainability and creativity. GC G 155 A1. T68 2020
2. Bill Baker (2019) Place branding for small cities, regions and downtowns: the essentials for successful destinations. GC HD 69 B7. B29 2019
3. Marcel Darnesi (2019) Popular culture: introductory perspectives 4th edition GC HM D21 D21 D36 2019
4. Clews, Chris (2019) What 80's pop culture teaches us about today's workplace GC HM 621 C54 2019 CI

RUBRICS

	4	3	2	1	Rating	Percent	Weighted Score
Content	Student showed an in-depth analysis of the rehabilitation plan and highly feasible program	Student showed a good analysis of the rehabilitation plan and feasible program	Student showed a fair analysis of the rehabilitation plan and acceptable feasible program	Student provided the minimum quality of output for the rehabilitation program		40	
Presentation	Student exhibited professional presentation skills with complete mastery of the plan	Student exhibited good presentation skills with complete mastery of the plan	Student exhibited fair presentation skills with acceptable level of mastery of the plan	Student exhibited the minimum level of presentation skills		30	
Organization	Student presented the content on in-depth, professional and coherent manner	Student organized the content on above average quality and coherent manner	Student organized the content on average quality and acceptable manner	Student organized the content on minimum quality and acceptable manner		20	
Completeness	Students satisfied all the components of the given outline	Students satisfied the components of the given outline with one deficiency	Students satisfied the components of the given outline with two deficiencies	Students satisfied the components of the given outline with three deficiencies		10	
TOTAL SCORE						100	

PREPARED BY: TOURISM MANAGEMENT FACULTY CLUSTER Faculty College of Tourism and Hospitality Management	NOTED BY: Ms. JEOLYN NABOR Senior Director, Lib. University Librarian	REVIEWED BY: MR. CHRISTOPHER MANLAPAZ, MSTHM Chair, Tourism Management	APPROVED BY: Prof. MEDELDIN L. FORBES, MBA OIC Dean, College of Tourism and Hospitality Management
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