RTM 477 (3 units, SL): Sustainable Tourism Planning
“Sustainability Best Practices in Tourism Settings”
Service Learning and Community Engagement Course

Division of Undergraduate Studies
College of Professional Studies and Fine Arts
San Diego State University

Course Information

RTM 477, Spring 2016
Schedule# 22860
January 25 to May 9, 2016
Monday 4:00 to 6:40 PM COM 205

Course Description

For Spring 2016, San Diego State University’ Division of Undergraduate Studies has selected RTM 477 to offer Service Learning and Community Engagement opportunities in the area of sustainable development.

During Spring 2016, this course will highlight the significance of sustainability standards and best practices in the tourism industry. By engaging students in group-based, experiential, community-based, service-learning activities, this course will illustrate how sustainable development can be achieved through hospitality and tourism operations that are socially-, culturally-, and environmentally-based.

This course is entirely based on service learning. It focuses on “Sustainability Best Practices in Tourism Settings.” Students will be involved in producing a Sustainable Tourism Guide for San Diego’s Balboa Park Cultural Partnership; this guide will identify sustainability actions and recommend applicable ‘green’ approaches and strategies, which are accessible and relevant to all institutions at Balboa Park.

In order to receive a grade for the course, each student is required to complete a minimum of 32 hours of Service Learning and Community Engagement activities with the Balboa Park Cultural Partnership by May 9 for the Spring 2016 semester. Additionally, by May 9, each student group is required to provide a final Sustainable Tourism Guide for Balboa Park Institutions. Students may complete more hours, if needed, to count the Service Learning and Community Engagement activity towards an internship.

Instructor

Dr. Vinod Sasidharan
Office: Professional Studies and Fine Arts (PSFA) 447
Telephone: 619-594-4726
Email: vinod.sasidharan@sdsu.edu
Office hours: Mondays: 1:30 to 3:30 PM and Tuesdays: 1:30 PM to 3:30 PM
Prerequisites

There are no prerequisites for this course.

Student Learning Outcomes

This course is designed to provide sustainability-related experiential, service learning opportunities oriented toward creating sustainable businesses, agencies, and institutions through the implementation of student coordinated, practical and continuing community-based development programs focusing on:

a. Development of sustainable community products and services that build on unique natural, cultural, and human capital
b. Implementation of sustainability standards for organizations to benefit directly from their assets and emerging global trends
c. Creation of consumer and/or visitor education strategies, focusing on sustainability practices

The course format is service-learning and seminar-based. This course contextualizes the significance of sustainability practices, standards, and assessments, particularly those relating to tourism services. From the perspective of the growing consumer awareness regarding sustainability, this course is intended to expose students to fundamental aspects of individual-and collective- responsibility in terms of sustainable human development: 1) commitments, 2) resources, 3) focus and accountability, and 4) dedication to implementation of sustainable development. Through local service-learning opportunities incorporating the four aforementioned aspects, students in the course will gain real-life, place-specific, sustainable development skills focusing on the sustainability implementation for small business management, product development, marketing and community governance.

Utilizing a hybrid-course format, involving periodic in-class meetings, online assignments and pre-determined service-learning assignments, students will be oriented to the concept of sustainability focusing on awareness and work toward a more ecologically sound, economically viable and socially just tourism opportunities at Balboa Park. The partner enabling the achievement of the service-learning outcomes is the Balboa Park Cultural Partnership.

Student Service Learning Opportunities

In an effort to support the service-learning outcomes for SDSU students, the Balboa Park Cultural Partnership will provide active participation opportunities in producing a ‘guide’ that directly relates to sustainable development for the institutions represented at Balboa Park. The purpose of these service/internship/volunteering opportunities is to help the students gain a better understanding of the complexities involved in evaluating sustainability practices, implementing sustainability standards, and educating consumers regarding sustainability initiatives within hospitality and tourism settings as well as to explore the potential of sustainable tourism development and certifications in assisting our communities to meet their needs.
Course Components

1. Service Learning and Community Engagement Activities: By May 9, 2016, each student is required to complete a minimum of 32 hours of Service Learning and Community Engagement activities in order to receive a letter grade for the course. Students may complete more hours if they wish to count their Service Learning and Community Engagement activity towards an internship. More information regarding the Service Learning and Community Engagement opportunities will be provided at the January 25, 2016 class meeting.

2. Sustainable Tourism Guide for Balboa Park Institutions: As a capstone deliverable, students will be required to provide a 10-15 slides PowerPoint Presentation and a Report highlighting main sections of their sustainability guide to the Balboa Park Cultural Partnership. More information regarding the Guide opportunities will be provided at the February 8, 2016 class meeting.

3. Analytic Report: As a capstone deliverable, each student will be required to present an analytic report assessing the community service experience and its relationship to the Student Learning Outcomes. More information regarding the Analytic Report will be provided at the March 14, 2016 class meeting.

Evaluation

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<thead>
<tr>
<th>Deliverable</th>
<th>Points</th>
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<tbody>
<tr>
<td>Completion of 32 hours of Service Learning and Community Engagement</td>
<td>320</td>
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<tr>
<td>Analytic Report</td>
<td>80</td>
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<tr>
<td>Sustainable Tourism Guide (Guide = 200 pts; Presentation = 50 pts)</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>650</strong></td>
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Grading

<table>
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<tr>
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<th>Percentage (%)</th>
<th>Grade</th>
<th>Percentage (%)</th>
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<tbody>
<tr>
<td>A</td>
<td>93 and above</td>
<td>C+</td>
<td>77-79.9</td>
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<tr>
<td>A-</td>
<td>90-92.9</td>
<td>C</td>
<td>70-76.9</td>
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<tr>
<td>B+</td>
<td>87-89.9</td>
<td>D</td>
<td>60-69.9</td>
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<td>B</td>
<td>83-86.9</td>
<td>F</td>
<td>59.9 and below</td>
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<tr>
<td>B-</td>
<td>80-82.9</td>
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Tentative Schedule of Class Meeting Days and Times

- January 25 (in-class), 5:30 to 6:40 PM: Course Overview and Syllabus
- February 1 (in-class), 4:00 to 6:40 PM: Introduction to Tourism and Hospitality Ecolabels and Eco-Certifications; Orientation to STEP
- February 8 (in-class), 5:45 to 6:40 PM: Presentation by Jessica Travis, Balboa Park Cultural Partnership; *Sustainable Tourism Guide* – Project Instructions
- February 15 (site visit), 4:00 to 6:40 PM: Balboa Park – led by Jessica Travis and Anna Ginsky (visit will start at 4:00 PM sharp)
- February 22 (in-class), 4:00 to 6:40 PM: *Sustainable Tourism Guide* – Group Plan of Action
- February 29 (online), 5:30 to 6:40 PM: Student Consultation/Online Office Hours
- March 7 (site visit), 4:00 to 6:40 PM: Balboa Park – led by Jessica Travis and Anna Ginsky (visit will start at 4:00 PM sharp)
- March 14 (in-class), 4:00 to 6:40 PM: Discussion of Findings/Preparation of Final *Sustainable Tourism Guide*, Analytic Report
- March 21 (online), 5:30 to 6:40 PM: Student Consultation/Online Office Hours
- April 4 (in-class), 5:30 to 6:40 PM: Discussion of Findings/Preparation of Final *Sustainable Tourism Guide*
- April 11 (online), 5:30 to 6:40 PM: Student Consultation/Online Office Hours
- April 18 (in-class), 4:30 to 6:40 PM: Final *Sustainable Tourism Guide* Presentation to Balboa Park Cultural Partnership
- April 25, Final Analytic Report Due by midnight (submit via email)
- May 2, Final *Sustainable Tourism Guide* Due by midnight (submit via email)
  Final Student Log Due from each Student to their Group Coordinator by midnight (submit via email)
- May 9, ALL Final Student Logs Due from Group Coordinator by midnight (submit via email)

Chief Contact Persons for all Balboa Park Cultural Partnership Questions:

Jessica Travis  
Director, Sustainability and Community Relations  
Balboa Park Cultural Partnership  
Email: jessica.travis@bpcp.org  
Tel: (619) 232-7502 ext. 1207