

Course Outline for: BUSN 1134 Sustainable and Responsible Tourism

A. Course Description:

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

Sustainable tourism considers its economic, environmental and socio-cultural effects on the host community. Case studies will be used to highlight successful examples of sustainable tourism initiatives that have helped preserve the tourism industry for current and future generations.

B. Date last reviewed/updated: March 2024

C. Outline of Major Content Areas:

1. Evolution of Corporate Social Responsibility (CSR)
2. Impacts of mass tourism
3. Development of ecotourism
4. Economic, environmental and social impacts of tourism
5. Sustainable tourism development
6. Key stakeholders, stakeholders' roles and stakeholders' involvement
7. Sustainable tourism development - international case studies
8. History of sustainable development

D. Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. Recognize the role businesses play in our economic, environmental and social environments.
2. Define Corporate Social Responsibility (CSR).
3. Analyze the debate on the acceptance of sustainable tourism, exploring barriers and potential solutions.
4. Explain the differences in sustainable tourism and eco-tourism.
5. Describe tourism stakeholders and their influence on tourism development.
6. Compare and contrast sustainable trends within major hospitality and tourism companies.
7. Analyze methods to reduce the negative impacts to a host destination due to tourism development.

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Discussions

2. Assignments
3. Quizzes
4. Examinations
5. Project-based learning

F. Special Information:

None