COURSE OUTLINE
Research Seminar on International Development (Sustainable Tourism)
INTD 497
3 credits

Instructor

Professor Fergus Maclaren,
 Fall Term 2012
 Wednesdays, 16:00pm – 19:00pm

Professor Maclaren will hold office hours to meet with students on Wednesdays from 2:45pm to 3:45pm at Room TBD, Petersen Hall, 3460 McTavish. He may also be reached by calling 819-962-5968 or 819-956-1908, and his email address is: fergus.maclaren@mcgill.ca.

Requirements

The seminar is a 400 level course aimed primarily at students graduating in International Development Studies.

Course Description

This is a general survey course which introduces students to the evolution, current status and future outlook on tourism as a tool for sustainable economic development in developing countries. During the course, we will refer to topical events and cases to demonstrate and explain the application of the issues and approaches examined. The issues dealt with will include authenticity, intended scale versus appropriate development, global demand versus local benefits, gauging impacts on local communities and biodiversity, the role and participation of indigenous peoples and future directions of tourism development.

Course Format

The course aims to facilitate learning, reflection, discussion, interaction and initiative. Students will be encouraged to express themselves and learn from one another. The course is also intended to provide students with a hands-on and experiential approach to learning about tourism and sustainability. To achieve these goals, as well as the learning outcomes, the course will employ the following educational approaches:

i. **Formal lectures** which will provide an overview of tourism and its sustainability components.

ii. **In-Class Seminars** which will require preparation and research on subjects relating to the course material, lectures and readings. At the beginning of the term, each student will be assigned a subject which will necessitate a written and verbal presentation.

iii. **Guest speakers** may be invited to class with the goal of making the material more dynamic and alive; experts who are actively engaged in the areas and organizations covered in class will share their insights and experiences.

iv. **An Essay (Business case)** of 3000-3500 words will be required on a theme that broadly lies within the scope of the course content. The topic must be submitted in written format and approved by Professor Maclaren by Sept. 26th, 2012 and the completed essay delivered to him in class or via email by November 28th, 2012. The essay must be written in a business case format (e.g., outlining the purpose, factors to consider, potential outcomes, resource implications and outcomes). This process will be formally outlined in class.
Learning Objectives

The learning objectives of the course are to:

- Familiarize the student with the concepts, principles, instruments, stakeholders, institutions, themes and issues in sustainable tourism development; and
- Elicit analytical and critical thinking in order to be able to assess the critical elements necessary to establish tourism as a significant component of a nation’s economic development process.

Evaluation

Evaluation for the course will be based on class participation, debate assignments and the course essay. The grading scheme is as follows:

i. **Participation - 15%**: attendance and contributions to the class discussions and debates, demonstrating research and familiarity with the course materials and readings.

ii. **Seminar and written assignment – 30%**: preparation and delivery of a seminar topic, both in writing and verbally. The written assignment will be 500 to 700 words and the verbal presentation will be seven minutes. Topics will be selected in the second class.

iii. **Business Case – 55%**: as described above and 3000-3500 words on a topic related to the tourism subject area in the course material to be delivered to the instructor in class by Nov. 28th, 2012.

Course Materials

The United Nations Convention Concerning the Protection of World Cultural and Natural Heritage, 1972
The Charter for Sustainable Tourism, 1995
The ICOMOS International Cultural Tourism Charter, 1999
The APEC/PATA Code for Sustainable Tourism, 2001
Agenda 21 – Sustainable Tourism, 2002
WTO Declaration on Tourism and the Millennium Development Goals, 2005
The United Nations Declaration on the Rights of Indigenous Peoples, 2007

Texts Referred To


Important Websites

The International Ecotourism Society (TIES) – [www.ecotourism.org](http://www.ecotourism.org)
Tourism Concern – [www.tourismconcern.org.uk/](http://www.tourismconcern.org.uk/)
World Travel and Tourism Council (WTTC) – [www.wttc.org/](http://www.wttc.org/)


Course Content

1. The Origins and Development of International Tourism
   - The history of international tourism development and the economic, social and political drivers;
   - Emerging tourism planning and marketing approaches; and
   - Guidelines and charters that shape tourism development.

2. Aren’t they all the same thing? – Sorting through the Sustainable Tourism Lexicon
   - Defining what sustainable tourism is, and its intent and application as an international development instrument; and
   - Fellow travellers on the sustainable tourism path: responsible tourism, ‘green tourism’, ecotourism and geotourism.

3. Moving from Fresh to Stale – The Tourism Development Lifecycle
   - The evolution of a tourism destination and the potential trajectories that may occur in the development process; and
   - The implications for national tourism planning authorities using this approach.

4. Funding the Dream – Sources of International Financial Assistance
   - Multilateral, bilateral and NGO funding programs and their intentions; and
   - How these monies actually get allocated and spent.

5. Getting the Message Right – Destination Marketing
   - The marketing approaches used to support tourism development;
   - Investing in people and infrastructure to support the marketing message; and
   - The challenge of selling similar tourism products in individual regions.

6. Inflated Expectations – The Viral Growth and Implications of Medical Tourism
   - The rapidly expanding costs of providing professional medical services in developed countries that is driving patients overseas; and
   - The benefits and detractions for local communities that are providing these services.

7. Bangkok’s Legacy – The Economic and Social Consequences of Exploitative Tourism
   - The origins of exploitative tourism;
   - Why countries evolve and support this tourism economic development route; and
   - Exploitative tourism’s economic, social and health impacts.
8. Tourism’s Environmental Dichotomy – Ecotourism’s Threats and Benefits to Biodiversity

- Tourism growth vs. encroachment on wildlife habitat and protected areas;
- Balancing other forms of economic development (e.g., mining, forestry and fossil fuel extraction) with conservation of natural and protected areas; and
- The impacts on local communities and the new roles they can play in conserving local biodiversity.

9. Cultural and Heritage Tourism – Preserving Local Traditions and Structures

- The protection and marketing of built and intangible cultural heritage; and
- The role of World Heritage sites as symbols of national pride and keystones for tourism marketing.

10. Aboriginal Tourism – The Case for Participation and Authenticity

- A brief history of indigenous peoples’ role and participation in national tourism marketing and development;
- Exploitation versus representation of communities and cultures; and
- New directions and approaches for ‘authentic’ forms of aboriginal tourism.

11. Dark Tourism – Marketing Loss and Suffering

- Prisoner of war and concentration camps, slavery sites and sites of crimes against humanity or individuals and how communities are reconciling previous hatreds, fears and tragedies to generate revenue.

12. Spiritual Tourism – Routes to Salvation

- Pilgrimages, both religious and spiritual, festivals and traditions that have shaped humanity’s search for hope and salvation.

13. Gastrotourism – Tapping into the Trail of Taste Buds

- Fast food, slow food and all of the food in between that attracts visitors for the unique, authentic qualities of dishes and produce that are the foundations of many cultures.
McGill Policy Statements

i. McGill University values academic integrity. Therefore, all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures (see www.mcgill.ca/students/srr/honest for more information). Approved by Senate on January 29th, 2003.

ii. In accord with McGill University’s Charter of Students’ Rights, students in this course have the right to submit in English or in French any written work that is to be graded. Approved by Senate on January 21st, 2009 – see also the section in this document on Assignments and evaluation.

iii. Use of text-matching software: “Instructors who may adopt the use of text-matching software to verify the originality of students’ written course work must register for use of the software with Educational Technologies (e-mail) and must inform their students before the drop/add deadline, in writing, of the use of text-matching software in a course. Approved by Senate on December 1st, 2004.

iv. If you have a disability, please contact the instructor to arrange a time to discuss your situation. It would be helpful if you contact the Office for Students with Disabilities at 514.398.6009 before you do this.

Fergus Maclaren
September 2012