



Environmental Management of International Tourism Development (ENVR E-118) Fall 2017 Syllabus & Course Requirements

GENERAL INFORMATION

- Harvard Extension School, 1 Story St., Room 306, Cambridge, MA
- Thursdays, 5:30 – 7:30 pm EST (August 31 – December 14, no class November 23)
- The class can be attended in person in Cambridge, MA or livestream online via the course website. All class video recordings will be posted within 24 hours of the class meeting.

Instructor:

- Megan Epler Wood
 - Principal, Epler Wood International
 - Director, International Sustainable Tourism Institute, Center for Health and the Global Environment, Harvard T.H. Chan School of Public Health
 - Senior Associate, Center for Sustainable Global Enterprise, Johnson Graduate School of Management, Cornell University

Teaching Assistant:

- Jaime Pepper, ALM

Contact Information & Office Hours:

- Megan Epler Wood
 - Office hours by appointment
 - E-mail: meganeplerwood@fas.harvard.edu
 - Skype: eplerwoode118
- Jaime Pepper
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COURSE DESCRIPTION

This course lays out the significance of the international tourism industry, which represents nearly 10% of the global economy, from economic and environmental management viewpoints. It provides students with an understanding of how the tourism business operates, primarily focusing on mainstream tourism, its supply chains, and how each sector of the business approaches environmental management. We will look at the growth of tourism as an industry, how digital sales and marketing are transforming the sector, and its part in the rapid globalization of world economies. We will discuss the industry's particular impacts on emerging economies, its role in employment generation and economic development, and the current status of global dialog on green tourism growth. Speakers from business and government will reflect on the management of both public health and sustainability for tourism. Ecotourism and its role in the development of sustainable tourism will be reviewed and discussed. Students will learn how the industry is presently managing air, water, wastewater, solid waste, sprawl, and ecosystem impacts, and how new systems for environmental management are being deployed. Each week a different sector of the industry is covered, including hotels, tour operations, airlines, airports, and cruise lines. Several sessions are offered on how governments manage the environmental impacts of tourism in locales such as the Caribbean, Asia, Latin America, and Africa. Students will learn how governments presently manage tourism, discuss how governance is changing, and review prospects for further reform and consider innovative new systems for sustainably managing industry growth.



Environmental Management of International Tourism Development (ENVR E-118)

Fall 2017 Syllabus & Course Requirements

Textbook and Readings

- Epler Wood, Megan. *Sustainable Tourism on a Finite Planet*, Earthscan/Routledge Press, London, UK
- Supplementary readings are posted in a resource section online
- This year for the first time it is possible to assign video for on-line viewing. The film Gringo Trails for November 16th class. A Harvard link will be made available to view it.

Class Participation

This course on campus with online participation optional. Students are able to attend class live, watch online live streaming, or watch the lecture recording after the class is held. There is no formal participation grade as live attendance is not required for this course; however, participation is strongly encouraged to promote student engagement with the material. During half of the lectures offered this semester, questions or discussion topics will be posed one week in advance and a 15 minute 'mid-class discussion' will be facilitated. Dates where mid-class discussions will occur are identified below in the class calendar, as well as on the syllabus. **Participation in mid-class discussions is expected; however, not mandatory.**

ASSIGNMENTS & GRADING

Assignments

All assignments are due online by midnight local Cambridge, MA time (EST) on the date due. If you are unable to submit an assignment by the due date/time for whatever reason you must email your TA in advance to make other arrangements. *No late submissions will be accepted without prior arrangement with course teaching staff.*

- **Student profile & online introductions**
Each student will complete a short form detailing courses taken at Harvard Extension SEM program, research experiences in sustainable tourism, environmental management of tourism and ecotourism, and reasons for taking the course. **No prior experience in tourism or coursework is required to take this class.** It is to help the teaching team best guide instruction and conversation. Additionally, students will briefly introduce themselves on the Discussion board and respond to two classmates' posts.
- **Short Answer Reading/Lecture Review Questions (20%)**
There are two short answer assignments worth ten (10) points each. Students will have one week to complete each assignment. Assignments will be posted online and due one week later online.
- **Project Proposal One Page Summary (10%)**
All students must select a final project using one topic from Column A (Environmental Management Problems) and one sub-category from Column B (Tourism Industry Sector). Students must submit a one page summary of their proposed topic for input from the teaching team. This summary must 1) describe the topic clearly citing the categories found in the two columns 2) Describe potential sources of data, with a discussion of how data on this topic can be gathered.
- **Final Written Proposal (15%)**
Students will write a 1-2 page project proposal, identifying project topic, detailed description of research methodology, and potential obstacles to acquiring data and how they may be overcome. An additional one page [annotated bibliography](#) must be included **with sufficient sources of data for an objective investigation into the topic.**



Environmental Management of International Tourism Development (ENVR E-118) Fall 2017 Syllabus & Course Requirements

The proposal must include:

- A short description of the research topic (one paragraph) and which category it falls under in columns A and B. For example, “The paper will investigate the cost saving and environmental benefits of replacing bottled amenities with dispensers at hotels (waste management & hotels/resorts).”
- Research methodology (how the data will be gathered).
- Any potential obstacles to getting the information and data required to complete the research paper and how these might be overcome.
- An [annotated bibliography](#) (3-5 examples). Sources should be current and may not rely exclusively on corporate reports or representatives. Your annotated bibliography should include both [primary and secondary sources](#).

Column A – Environmental Management Problem
Water Pollution – Sewage, waste, toxics, run-off
Air Pollution
Noise Pollution
Aesthetic Pollution- e.g. sprawl, lack of planning
Solid Waste Pollution
Destruction of natural habitats
Competition for use of natural resources – e.g. water, forests, fisheries, farmland
Public health problems in local populations
Management of carbon emissions from tourism

Column B – Tourism Industry Sector
Airlines & Airport Development
Cruise lines
Hotels & large-scale resorts
Tour Operators – Adventure and Mainstream
Ski and or Golf Resorts
Attractions – e.g. Theme parks
Destinations – e.g. Parks, Ecosystems, Beaches, regional development programs for tourism
Restaurants, Bars, Entertainment Centers
Conference centers, stadiums
National tourism office development policies

- **Final Research Paper (50% for graduate students, 55% for undergraduates)**
 - The final product of this course is a paper that explores better strategies to manage the environmental impacts of tourism. Looking at a specific sector of the industry, the paper will identify tourism impacts, find ways to quantify them, and recommend creative approaches to manage them. Graduate students are required to record a presentation of their final work using Voice Thread. Complete details are posted in the assignments section of the course website.
 - Papers are graded on the following criteria:
 - Quality of Executive Summary;
 - A clear and concise introduction that states objectives of paper;
 - Data and information that directly supports the points being made in the paper. Data for the sake of data will not receive more credit. Data must be relevant



Environmental Management of International Tourism Development (ENVR E-118) Fall 2017 Syllabus & Course Requirements

- to the topic and support points made in the paper.
 - Conclusions that are incisive and clearly summarize salient points from the body of the paper, and *that are supported by the data in the paper*;
 - Recommendations that give practical real-world suggestions to improve environmental management based on data, interviews and literature cited. Must be drawn from the body of the paper. They should be SMART (specific, measurable, action-oriented, realistic/relevant, time based).
 - Style and format as outlined in Final Paper Guidelines document.
- **Final Recorded Presentation (Required only for graduate credit students) (5%)**
Graduate students must prepare a 7 minute recorded presentation based on their final paper. Students will be asked to volunteer to have their recorded presentations presented live in class in the last two classes of the semester.

Grading

Final grades will be calculated based on the following factors:

- Short answer reading/lecture review assignments (20%)
- One Page Project Summary (10%)
- Final Written Proposal (15%)
- Final Paper (50% for graduate students, 55% for undergraduates)
- Final Voice Thread Presentation (5% for graduate students)

Information on grading policies at Harvard Extension can be found here.

<https://www.extension.harvard.edu/resources-policies/exams-grades-transcripts/grades>

COURSE POLICIES

Assignment extensions

Extensions are granted on a case-by-case basis. Extensions are available to students who become ill or have personal or family emergencies. If you have major life events that will make completing an assignment by the due date difficult (e.g. weddings, work travel without internet), you must make arrangements with your TA well in advance to receive full credit. Do not email your TA after the fact.

Academic Integrity

Academic integrity is central to the mission of educational excellence at Harvard University. Each student is expected to turn in work completed independently, except when assignments specifically authorize collaborative effort. It is not acceptable to use the words or ideas of another person, be it a world-class philosopher or your roommate, without proper acknowledgement of that source. This means that you must use citations to indicate the source of any phrases, sentences, paragraphs or ideas found in published volumes, on the internet, or created by another student. If you are in doubt about the instructions for any assignment, you must ask for clarification.

Information on Academic Integrity from Harvard Extension can be found here

<https://www.extension.harvard.edu/resources-policies/student-conduct/academic-integrity>

Writing Quality

All students should consider taking the Test for Critical Reading and Writing to be certain they have adequate writing skills to take this class. English proficiency is also required for registration. Please review this webpage for more information. <https://www.extension.harvard.edu/tuition->



Environmental Management of International Tourism Development (ENVR E-118)

Fall 2016 Syllabus & Course Requirements

[enrollment/course-registration/test-critical-reading-writing-skills](#)

For assistance on writing during the course, one-on-one tutorials are available to registered Extension School students. For more information review this web page. <https://www.extension.harvard.edu/resources-policies/resources/writing-center>

All students seeking:

Non-credit Student Status

Non-credit students may not take final exams or submit final projects. Noncredit students do not receive grades or academic credit but courses do appear on their transcript.

Students with Disabilities

Please contact one of the Teaching Assistants should you need special accommodations due to a disability.

CLASS CALENDAR

August 31 – Introduction to the Course

Required readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, Introduction

Assignments:

- Work on Student Profile
- Introduce yourself online using **Yellowdig** in Canvas. Respond to two other student postings
- View [Epler Wood Reinvent Interview](#)

September 7 – Sustainable Tourism, the Green Economy and Industry Supply Chain

Mid-class discussion

Required readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapters 1 & 2

Due:

- Submit Student Profile to course Canvas site by midnight EST.
- Discussion board introductions and responses to two classmates.

September 14 – Economic Development of Tourism in Emerging Economies

Mid-class discussion

Required readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapter 3

September 21 – Hotel Industry Management, Business Model, and Environmental Management Systems – Overview

Guest speakers: [Benjamin Liephilibert, LightBlue Consulting](#)
& [Eric Ricuarte, Greenview](#)

Required Readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapter 4



Environmental Management of International Tourism Development (ENVR E-118)

Fall 2016 Syllabus & Course Requirements

September 28 – Hotels Industry Environmental Management, Facility Level

Case study: Lenox Hotel, Boston, MA

Guest speakers: [Tedd Saunders](#), Chief Sustainability Officer, Saunders Hotel Group & President, Ecological Solutions, Inc. & [Scot Hopps](#), Environmental Program Manager, Ecological Solutions, Inc.

Assignments:

- Short-answer questions on Environmental Management of Hotels will be posted. Work on these over the week.

October 5 – Airport Environmental Management Case Study

Guest Speaker: Scott Morrissey, Denver International Airport

Optional post-class discussion session with instructor and TAs 7:45pm ET

Required Readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapter 5

Assignments:

- One Page Summary of Project Proposal

Due:

- Short answer assignment on Environmental Management of Hotels due online by midnight EST.

October 12 – Airline and Aviation Environmental Management Issues

Guest Speaker: [Jane Hupe, ICAO](#) Pre-recorded

Mid-class discussion

Assignments:

- Short answer assignment about Aviation/Airlines will be posted today. Work on these over the week.

Due:

- One Page Summary of Project Proposal due online by midnight EST.

October 19 – Tour Operation Business Models and Environmental Management

Guest Speaker: [Jane Ashton - TUI](#)

Mid-class discussion

Required readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapter 6
- TUI 2016 Sustainability Report

Assignments:

- Work on Final Project Written Proposal

Due:

- Short answer assignment on Airports/Aviation due online by midnight EST.

October 26 – Cruise Line Management & Sustainability

Guest Speaker- Invited: [Nick Rose, Royal Caribbean Cruise Lines](#)

Mid-class discussion

Required readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapter 7

Assignments:

- Submit Final Project Written Proposal, **Due November 2**



Environmental Management of International Tourism Development (ENVR E-118)

Fall 2016 Syllabus & Course Requirements

November 2 – Cruise Line Management – Caribbean Region

Guest Speaker: [Seleni Matus, Director, International Institute for Tourism Studies, George Washington University](#)

November 9 – Environmental Planning and Management for Destinations

Optional post-class discussion session with instructor and TAs 7:45pm ET

Required readings:

- Epler Wood, Megan, *Sustainable Tourism on a Finite Planet*, chapter 8

November 16 – Destination Regional Planning and Geodesign Workshop

Guest speakers: [Vicente Moles & Dr. Stephen Ervin, Assistant Dean for Information Technology, Harvard University Graduate School of Design](#)

Required Video: Gringo Trails

November 23 – NO CLASS (Thanksgiving)

November 30 – Destination Planning Issues in the Caribbean

Guest Speaker: *Salli Felton, CEO, the Travel Foundation*

Mid-class discussion

December 7 – Overview of Tourism Industry Environmental Management Efforts

December 14 – Final Project Presentations

Due:

- Final Project Paper is due for everyone

December 17

Due:

- Graduate students submit final recorded presentations on Canvas

