

Course Title	HTM101 SDGs in Tourism	Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture	Office Hours	Monday between 1.00-5.00 pm.
Track	Hospitality and Tourism Management	Mode of Instruction	Lecture and active learning
Credits	2 credits	Allocated Year	Fall 2024
Active Learning	<p>Category 1- (3) Written paraphrases and summaries (6) Response/reaction</p> <p>Category 2 -(3) Presentation and reverse</p> <p>Category 3- (2) Pause for reflection</p> <p>Category 4 -(1) Interactive lectures (3) Free discussions (9) Group work on questions</p>	Compulsory or Elective	Compulsory
Course Overview	<p>Explore the intersection of tourism and sustainable development goals (SDGs) in this course. Gain insights into the fundamentals of tourism and sustainable tourism practices, alongside an in-depth examination of the background and interdependence of the 17 SDGs. Discover how tourism serves as a pivotal driver in achieving these global goals, analyzing its impact across the tourism value chain. Engage with case studies showcasing how tourism-related businesses integrate SDGs into their operations, fostering sustainability and responsible tourism practices.</p>		
Course Objectives	<p>In this course, students will learn about event planning and marketing and be able to:</p> <ol style="list-style-type: none"> 1. Understand the foundational concepts of tourism, sustainable tourism, and the significance of aligning tourism practices with the Sustainable Development Goals (SDGs). 2. Explore the background and interdependence of the 17 SDGs, gaining a comprehensive understanding of their relevance to the tourism industry. 3. Analyze the roles of tourism as a driver in achieving the SDGs, examining its impact on economic growth, environmental conservation, and social inclusivity. 4. Evaluate the integration of SDGs within the tourism value chain, identifying opportunities for sustainable practices and responsible tourism initiatives. 5. Apply theoretical knowledge to real-world scenarios through case studies of tourism-related businesses, examining successful strategies and challenges in implementing SDGs to foster sustainable tourism development. 		
Prerequisite			
Course Schedule	No	Contents	Homework
	1	<p>Syllabus explanation and introduction to the course topics <i>Understand the syllabus and an overview of the course</i></p> <p>Chapter 1 Introduction to Tourism, Tourism Industry, and Sustainable Tourism <i>Explain definitions of tourism, tourism industry, and sustainable tourism</i></p>	<p>Answer the homework sheet. Read the course materials for Week 2.</p>
	2	<p>Chapter 1 Introduction to Tourism, Tourism Industry, and Sustainable Tourism <i>Outline the main aspects of sustainable tourism</i></p>	<p>Answer the homework sheet. Read the course materials for Week 3.</p>

	3	Chapter 2 Sustainable Development Goals (SDGs) <i>Introduce the background of SDGs</i>	Answer the homework sheet. Read the course materials for Week 4.
	4	Chapter 2 Sustainable Development Goals (SDGs) (cont'd) <i>Introduce the 17 SDGs.</i>	Read the course materials for Week 5.
	5	Chapter 2 Sustainable Development Goals (SDGs) (cont'd) Explain the interdependence of the SDGs	Answer the homework sheet. Prepare for the test.
	6	Test (Chapters 1-2)	Read the course materials for Week 7.
	7	Chapter 3 Roles of Tourism as a Driver in Achieving the SDGs <i>Analyze how tourism can help in achieving the SDGs</i>	Answer the homework sheet. Read the course materials for Week 8.
	8	Chapter 3 Roles of Tourism as a Driver in Achieving the SDGs (cont'd) <i>Analyze how tourism can help in achieving the SDGs</i>	Answer the homework sheet. Read the course materials for Week 9.
	9	Chapter4 Tourism Value Chain and SDGs <i>Explain the tourism value chain and its relationship with the different SDGs</i>	Answer the homework sheet. Read the course materials for Week 10.
	10	Chapter4 Tourism Value Chain and SDGs (cont'd) <i>Explain the tourism value chain and its relationship with the different SDGs</i>	Answer the homework sheet. Prepare for the test.
	11	Test (Chapters 3-4)	Answer the homework sheet. Read the course materials for Week 12.
	12	Chapter 5 Case studies of Tourism-related Businesses in Implementing SDGs <i>Learn how different tourism-related businesses implement SDGs</i>	Answer the homework sheet. Read the course materials for Week 13.
	13	Chapter 5 Case studies of Tourism-related Businesses in Implementing SDGs (cont'd) <i>Prepare a presentation on how tourism-related businesses have implemented the SDGs.</i>	Answer the homework sheet. Prepare the PPT slides for the presentation
	14	Chapter 5 Case studies of Tourism-related Businesses in Implementing SDGs (cont'd) Give a presentation on how tourism-related businesses have implemented the SDGs	Answer the homework sheet.
	15	Review of the content for the final examination Presentation about things students have learned during the semester.	Prepare for the final examination.
	Grading	Grades will be determined as follows: <ul style="list-style-type: none"> - Attendance 10% - Tests 20% - Oral presentations (group presentations) 15% - Review questions 10% - Participation (i.e. answering the questions, sharing opinions, asking questions) 5% - Homework 10% - Final examination 30% 	
	Textbooks	Course materials prepared by the lecturer.	

References	World Tourism Organization (UNWTO) and Japan International Cooperation Agency (JICA). (2023). <i>Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)</i> . Retrieve from, https://www.e-unwto.org/doi/epdf/10.18111/9789284424344
NOTES	<p>Class Preparation and Review</p> <p>As with any college class, students are expected to study course materials outside of class. For this class, students should read each assigned reading before coming to class. It will take approximately two hours to look up new vocabulary, identify and comprehend the main concepts, answer homework questions, and prepare for each class meeting. Finally, students should spend about one hour before class reviewing their notes from previous classes, writing down any questions they have about the lesson, and doing additional research to prepare for class discussion.</p> <p>In other words, students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Therefore, because we meet for 90 minutes per week, you should be doing at least 180 minutes preparing and reviewing each week.</p>