

**Office of International Programs
Faculty International Program Development Grants
Report**

Please complete this form after you return from travel and email to ois@mail.sdsu.edu.

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Proposal title: Marine and Coastal Sustainable Tourism Applications in the Caribbean: Experiences from Jamaica and Dominican Republic

Country/ies visited: Jamaica and the Dominican Republic

Institution visited: University of West Indies, Mona, Jamaica; Green Castle Tropical Study Center, St. Mary's, Jamaica; and Puntacana Ecological Goundation, Puntacana, Dominican Republic

Dates of travel: June 1-10, 2010

Number of student participants: Summer 2010: 1; Summer 2011: 20

Previous IP proposals submitted and grants awarded
(list titles, countries and dates):

- 1). International educational experiences: San Diego State University students' exposure to hospitality and tourism in Birmingham, United Kingdom, Fall 2002
- 2). International educational experiences: San Diego State University students' exposure to hospitality and tourism in the Pacific Rim: Auckland, New Zealand and Invercargill, New Zealand, Fall 2006
- 3). Cross-Cultural Sustainable Tourism Applications: Experiences from Turkey and Finland, Fall 2008

Have all required reports been submitted?

Yes

Other funding for this activity available/applied for:

None

Proposal Abstract (75 word maximum):

The proposed international travel activity will attempt to establish graduated and progressive ways to integrate coastal and marine tourism sustainability studies into future student international experiences in the Caribbean, particularly in Jamaica and the Dominican Republic. Opportunities will be explored for international student fieldwork, academic exchange, study-abroad courses, service-learning projects and internships. The aggregate of experiences is intended to deliver student competencies relating to 'sustainable tourism management,' in the realm of coastal and marine tourism.

Travel report:

I. Overview

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. It has a multitude of global impacts, both positive and negative, on people's lives and on the environment. In addition, international tourism is forecasted to nearly triple in volume over the next 20 years. In light of the future exponential growth of global tourism, it is necessary for international organizations, public and private sector stakeholders in tourism and the academic community to review international processes, and discuss adaptation and mitigation needs and policy options to help minimize the negative impacts of tourism on the environment and on cultural heritage while maximizing the benefits for residents of tourism destinations.

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Teaching sustainable tourism development to undergraduates requires that relevant international and local issues and themes be elicited from and in reference to students' own experiences, and developed in a progressive fashion. Teaching sustainability in tourism, as well as other areas, encompasses a broad range of disciplines, including aspects of culture, economics, sociology, anthropology, philosophy, natural science, politics, as well as business and/or management. The teaching of sustainability in tourism focuses not only on something called 'sustainable tourism' but rather on 'sustainability and tourism business' which can only be properly understood within the context of 'sustainable business,' or 'sustainable tourism management.' It is important for students to grasp the international and global broad principles and debates in general and then to apply them to whatever business or pathway they chose to specialize in – tourism and related subjects such as travel, leisure, hospitality, events management, the arts and cultural industries and sports development.

While prior international agreements have provided SDSU's HTM students with the opportunity to acquire management perspectives relevant to the global tourism marketplace, it is becoming increasingly important for students to gain an understanding of issues facing the tourism industry in the arena of global sustainability of marine and coastal tourism resources.

This proposed international activity will attempt to establish internationalization projects with the School of Hotel and Tourism Management, University of West Indies (UWI), Mona, Jamaica, Green Castle Tropical Study Center, St. Mary, Jamaica, and the Puntacana Ecological Foundation, Dominican Republic, including student and faculty opportunities, sustainability-related short-term courses, student projects, internships/workshops, and professional certifications.

II. Preparation

Strong interest in pursuing the aforementioned internationalization projects, had already been expressed by Angie Dickson, President of Greencastle Tropical Study Center and Jake Kheel, Director of Puntacana Ecological Foundation. Prior to the trip, email and phone communications were established with Greencastle Tropical Study Center, Jamaica and the Puntacana Ecological Foundation, Dominican Republic to make arrangements towards achieving the following goals:

1. Formalize relationship between Greencastle Tropical Study Center, Jamaica and the Puntacana Ecological Foundation, Dominican Republic and SDSU
2. Develop the framework for a curriculum that can be taught at Greencastle Tropical Study Center, Jamaica and the Puntacana Ecological Foundation, Dominican Republic for SDSU Students
3. Create linkages to universities and other stakeholders
4. Explore and create internship opportunities for SDSU students

Key people who were contacted are as follows:

Angie Dickson, President
Greencastle Tropical Study Center
Phone: 612-986-4709
Email: angie@gtscjamaica.org

Jake Kheel, Director
Puntacana Ecological Foundation
Phone: 809-959-9221
Email: jkheel@puntacana.com

Ishenkumba Albert Kahwa, Dean
College of Applied and Pure Sciences
University of West Indies, Mona, Jamaica
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III. Specific Activity

Dr. Vinod Sasidharan, Emphasis Advisor for Sustainable Tourism Management visited the respective institutions, met with key personnel from each of the programs, and became acquainted with their facilities, and professional opportunities firsthand. Additionally, Dr. Sasidharan met with industry leaders to discuss internship opportunities for Sustainable Tourism Management students. Both Greencastle Tropical Study Center, Jamaica and the Puntacana Ecological Foundation, Dominican Republic had the ability to provide applied work experiences and solid programs with significant opportunities for

cultural exploration and international student fieldwork, study-abroad courses, service-learning projects and internships for addressing global coastal and marine sustainability issues.

IV. Conclusion

International education and research projects with the institutions have the potential to make significant contributions toward advancing the International Student Learning Outcomes (ISLOs) and opportunities for SDSU's Sustainable Tourism Management students, specifically dealing with the identification and application of management strategies for sustainable management of tourism businesses in countries, in both developed- and developing-parts the globe. The proposed international travel activity established graduated and progressive ways to integrate coastal and marine sustainability studies into future student international experiences in the Caribbean. The aggregate of experiences is intended to deliver student competencies relating to 'sustainable tourism management,' in the realm of coastal and marine tourism. As a result of the trip, Dr. Vinod Sasidharan has established recurring internship opportunities for SDSU students with Greencastle Tropical Study Center, Jamaica and the Puntacana Ecological Foundation, Dominican Republic. In addition, a 3-Unit 2011 Sumer Study Abroad Course has been established in the area of 'Sustainability, Human Needs and Basic Rights.' An International Conference focusing on Sustainable Development and Tourism in the Caribbean (a collaboration between Greencastle Tropical Study Center, Jamaica, University of West Indies, Mona, Jamaica and San Diego State University) has been planned for Fall 2012. The Cooperative Agreement between the University of West Indies, Jamaica and San Diego State University is expected to be ratified in Spring 2012.

V. Additional Information

See attachments:

- I. Internship opportunities for SDSU students
- II. 3-Unit 2011 Sumer study Abroad Course
- III. International Conference focusing on Sustainable Development and Tourism in the Caribbean