

Final Project

Sustainable Tourism Future

The focus of the final project is to make a current tourism practice or enterprise more resilient, regenerative, and sustainable. Using what you have learned in the course, create, or adapt a tourism experience that considers at least 5 of the module topics (e.g., SDGs, regenerative tourism, power, caring capacity...) that were covered in this course. Draw from the weekly formative assessment activities, as well as your independent research, to inform the shape and scope of your tourism experience.

COVER PAGE:

Include the name of your project, your name, the course number, your instructor's name, and the date of the deadline.

INTRODUCTION:

Present the tourism product/practice you are studying. Where will it be located? How does it contribute to the mix of existing products? Why is it not sustainable/regenerative?

BACKGROUND:

Discuss the history of the problem and why it is important to change the current practice. Provide examples to reinforce your points. Ensure that your reader understands the problem and the terminology. Demonstrate to the reader that you understand the problem, have done the research, and have the expertise to present the solution.

PROPOSED SOLUTION:

Describe the tourism practice that you will be creating. Why is this new tourism product important in driving sustainable/regenerative tourism? How would it integrate into the existing product mix in the area? How feasible is this new project?



CONCLUSION:

Leave the reader with a strong final impression. Remember to restate the problem addressed in the paper, summarize your overall arguments, and provide key takeaways from your paper.

ADDITIONAL CRITERIA:

- Use concepts from at least five module topics covered in the course.
- Creativity/Originality – present a specific personal position that acknowledges the assumptions and limitations of the chosen position to a clearly formulated problem.
- Format: 8-10pg (excluding cover page and citations), double spaced, with proper APA citations.

FINAL ASSIGNMENT RUBRIC

Grade Criteria	Excellent	Adequate	Needs Improvement	Incomplete
Relevance to Class Content	The project consistently demonstrates clear and insightful links to class content and uses key concepts from at least five modules	The project sometimes demonstrates clear and insightful links to class content and uses key concepts from at least five modules	The project rarely demonstrates clear and insightful links to class content and uses key concepts from less than five modules	
Creativity/Originality	The project displays a high quality of creativity and originality	The project displays competence in developing a set of creative ideas	The project demonstrates an incomplete grasp of the task and will show only intermittent signs of originality and creativity; no overall sense of creative coherence	
Written Communication	Student displays a clear understanding of their working process and	Student displays a somewhat clear understanding	Student displays an unclear understanding of their working process and	



	eloquently explains relevance to the audience	of their working process and generally explains relevance to the audience	struggles to explain relevance to the audience	
Project Parameters	The project meets all the technical parameters of the assignment	The project is missing one of the technical parameters of the assignment	The project is missing some of the technical parameters of the assignment	

