CSUS 273 Introduction to Travel and Tourism

Spring 2015, TuTh, 6-7:20pm, Rm. 38 McDonel

Description: Travel and tourism industry. Principles, history of development, tourism marketing, planning and management.

Instructor: Sarah Nicholls, Ph.D., Associate Professor, Departments of Community Sustainability (CSUS) and Geography

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Phone: (517) 432 0319

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Mailbox: Room 151, Natural Resources Building

Office Hours: Wednesday 2-4pm and/or Thursday 3-4:30pm (check D2L each week) or by appointment

Course Description and Objectives

Tourism is one of the world’s largest and fastest growing industries, and it is projected to continue to grow rapidly over the coming decades. This course seeks to provide a broad introduction to travel and tourism, with particular emphasis on the structure and organization of the industry. Specific objectives of the course include development of an:

(i) understanding of the difficulties associated with identifying a single definition of the term 'tourism,' and of related issues associated with measurement of travel and tourism activity;

(ii) appreciation of the historical development of the travel and tourism industry, as well as of key factors influencing the continued development of the industry today and into the future;

(iii) awareness of the multiple segments or sectors that make up the travel and tourism industry, including different types of destinations, visitor attractions and events, accommodations, food and beverage providers, and modes of transportation;

(iv) awareness of the organizations and businesses that serve as intermediaries in the provision of travel and tourism opportunities – travel agencies, tour operators, and the public sector, among others; and

(v) awareness of the impacts – positive and negative, and economic, socio-cultural and environmental – of tourism on host environments and communities.

This course supports the Department of Community Sustainability undergraduate program competencies of critical and systems thinking, initiative and practical skills. Students can learn more about the Department of Community Sustainability undergraduate program competencies at http://www.csus.msu.edu/undergraduate/sustainability_core.
Course Format

To maximize the use of the REAL space, the course will involve a mix of (guest) lectures and in-class group exercises. Exercises will be based on assigned readings and other materials as distributed in class. It is ESSENTIAL that you complete the assigned reading in advance of each class – and come to class – on a regular basis. The vast majority of your grade will be based on in-class activities. You should expect an opportunity to earn quiz-exercise-attendance (QEA) points during most classes.

Readings


Other readings as posted on D2L (or photocopies as provided in class).

Assignments (see Important Dates sheet for deadlines)

- Student profile (Tues Jan 13).
- Quizzes, exercises and attendance (QEA) – A series of quizzes and exercises will take place throughout the course of the semester:
  - Quizzes will be based on the readings and/or previous class material and may take place in class (closed book) or on D2L (open book but with a time limit).
  - Exercises: some will be written (in class or at home), others will consist of discussion in class; some will be completed individually, some in groups.
  - Attendance – I will take attendance on at least five random occasions throughout the semester.
- Report – Your choice of a written report *or* an oral presentation on:
  - An emerging tourism destination region (city or country), *or*
  - An emerging niche tourism market
- Field trip – Each student will attend one field trip for credit during the semester (you may attend additional trips for extra credit as space allows). A variety of days, dates and destinations will be offered. You will submit questions for our trip hosts prior to the trip and a reflection paper after each trip. *If you are absolutely unable to attend a field trip an alternative (writing) assignment will be provided.*
- Extra credit (EC) – Various opportunities to earn EC may be offered throughout the semester. These might include the posting and discussion of relevant materials, e.g., news articles, on D2L; take-home exercises; attending guest lectures; or, attending additional field trips. Participation in EC opportunities is entirely optional though highly encouraged (students who participate in EC opportunities routinely gain at least one higher grade than they might otherwise have expected).
Distribution of Points

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes, exercises, attendance</td>
<td>350</td>
</tr>
<tr>
<td>Report (region or niche)</td>
<td>100</td>
</tr>
<tr>
<td>Field trip</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>500</strong></td>
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Grading Scale (NO CURVE)

<table>
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<tr>
<th>Points Range</th>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>463 – 500</td>
<td>92.6%</td>
<td>4.0</td>
</tr>
<tr>
<td>434 – 462</td>
<td>86.8%</td>
<td>3.5</td>
</tr>
<tr>
<td>400 – 433</td>
<td>80.0%</td>
<td>3.0</td>
</tr>
<tr>
<td>363 – 399</td>
<td>72.6%</td>
<td>2.5</td>
</tr>
<tr>
<td>321 – 362</td>
<td>64.2%</td>
<td>2.0</td>
</tr>
<tr>
<td>288 – 320</td>
<td>57.6%</td>
<td>1.5</td>
</tr>
<tr>
<td>250 – 287</td>
<td>50.0%</td>
<td>1.0</td>
</tr>
<tr>
<td>Under 250</td>
<td>0.0</td>
<td>0.0</td>
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</table>

Class Policies

**Missed activities:** No student will be excused from any point-based activity without prior permission from the instructor or a recognized university excuse (see this site for further information: https://www.msu.edu/unit/ombud/attendance.html).

**Late assignments:** Assignments are due during the class period on the assigned date unless otherwise noted by the instructor. *Late assignments will not be accepted* other than with prior permission from the instructor or a recognized university excuse. Technical or other creative excuses will not be accepted!

**Spelling, punctuation, and grammar (SPG):** Correct spelling, punctuation, and grammar are essential. At least 10% of your grade in each written assignment will be based on SPG. Always use the spell-check option AND proofread your paper. For extra help with writing, contact the MSU Writing Center at 300 Bessey Hall, phone (517) 432 3610, e-mail writing@msu.edu, webpage http://writing.msu.edu (free service for MSU students).

**Turn-in early option:** I am always willing to review your assignment before the due date (for content and SPG). If you would like me to do this, please hand in your initial draft on or before the early hand-in deadline listed on the “Important Dates” sheet. Students who take advantage of this option routinely gain a grade or more on the final version of the assignment than they might otherwise have expected.
Books on Reserve at Main Library


Other Resources for Your Interest and for Assignments

On-line databases, e.g., JSTOR: [http://er.lib.msu.edu/index.cfm](http://er.lib.msu.edu/index.cfm)

On-line journals: [http://er.lib.msu.edu/index.cfm](http://er.lib.msu.edu/index.cfm)

Journals to look at:

- Annals of Tourism Research
- Current Issues in Tourism
- Journal of Environmental Management
- Journal of Sustainable Tourism
- Journal of Travel Research
- Tourism Geographies
- Tourism Management

Magazines to look at: Condé Nast Traveler, Travel and Leisure, National Geographic Traveler

Travel and place-related websites:

- US Department of State Travel information - [http://travel.state.gov/](http://travel.state.gov/)

Travel and tourism organizations:

- United Nations World Tourism Organization - [http://www2.unwto.org/](http://www2.unwto.org/)
- United States Travel Association - [http://www.ustravel.org/](http://www.ustravel.org/)
- Travel and Tourism Research Association - [http://www.ttra.com/](http://www.ttra.com/)
- Travel Michigan - [http://www.michigan.org/](http://www.michigan.org/)

Please note: Wikipedia and personal web pages are NOT reliable sources of information for assignments. Please do not reference these kinds of items in your assignment.
Academic Integrity

Article 2.III.B.2 of the Academic Freedom Report states: “The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards.” In addition, the Department of Sustainability adheres to the policies on academic honesty specified in General Student Regulation 1.0, Protection of Scholarship and Grades; the all-University Policy on Integrity of Scholarship and Grades; and Ordinance 17.00, Exams.

Therefore, unless authorized by your instructor, you are expected to complete all course assignments, including homework, lab work, quizzes, tests and exams, without assistance from any source. You are expected to develop original work for this course; therefore, you may not submit course work you completed for another course to satisfy the requirements for this course. Also, you are not authorized to use the www.allmsu.com Web site to complete any course work in this course. Students who violate MSU regulations on Protection of Scholarship and Grades will receive a failing grade in the course or on the assignment.

Faculty are required to report all instances in which a penalty grade is given for academic dishonesty. Students reported for academic dishonesty are required to take an online course about the integrity of scholarship and grades. A hold will be placed on the student's account until such time as the student completes the course. This course is overseen by the Associate Provost for Undergraduate Education.

Detection of any form of cheating or plagiarism on any exam or assignment in this course will result in an automatic score of zero.

To avoid any possible problems of plagiarism in written assignments, be sure to reference all materials referred to in the proper manner. This includes:

- Placing all direct quotes (word-for-word copying of several words, sentences or entire paragraphs) in quotation marks followed by a reference in brackets acknowledging author, year, and page number, e.g., “… quote …” (Nicholls, 2003, p. 1).

- Acknowledging the author and year of any materials you paraphrase or take major ideas from, e.g., (Nicholls, 2003).

Americans with Disabilities Act Accommodations

MSU is committed to providing equal opportunity for participation in all programs, services and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation (“VISA”) form. Please present this form to me at the start of the term and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date will be honored whenever possible.
What I Expect of You as a CSUS 273 Student

- That you will come to class on time and on a regular basis;
- That you will participate in class to the best of your ability (i.e., you won’t sleep, read the paper, chat to neighbors, use your cell phone, email, Facebook, etc., but you will enter into discussion and ask questions as appropriate) – please note that I reserve the right to ban laptops at any point during and for any period throughout the semester, e.g., when we have a guest speaker;
- That you will hand in assignments on time;
- That you will treat me, each other and our guest speakers with courtesy and respect;
- That you will not engage in any form of cheating or plagiarism.

What You May Expect of Me as the CSUS 273 Instructor

- That I will return all assignments as promptly as possible;
- That I will treat all students and grade all assignments fairly;
- That I will (attempt to) create a positive learning environment in which all students will feel comfortable sharing their thoughts and opinions with others;
- That I will make class as informative, interesting and enjoyable as possible (with your cooperation and input).

“The World is a book, and those who do not travel read only a page”

Saint Augustine
CSUS 273 OUTLINE – SPRING 2015

Tues Jan 13th  
Introduction to course, instructor and classmates; review syllabus; complete student profile

MODULE ONE: DEFINITIONS, HISTORY AND IMPORTANCE OF THE INDUSTRY

Thurs Jan 15th  
An Introduction to Travel and Tourism  
READING: Holloway, Chapter 1 or Goeldner & Ritchie, Chapter 1

Tues Jan 20th  
A History of Travel and Tourism: From Ancient Times to Today  
READING #1: Holloway, Chapter 1 or Shackley, Chapter 1 (on D2L)  
READING #2: Holloway, Chapter 3 (on D2L if you didn’t buy this text)

Thurs Jan 22nd  
International Tourism Flows  
READING #1: UNWTO’s ‘Tourism Highlights 2014’ (on D2L)  
READING #2: Holloway, pp. 104-108 or Goeldner & Ritchie, pp. 288-290

Tues Jan 27th  
Travel and Tourism Motivations and Demand  
READING: Holloway, Chapter 4 or Goeldner & Ritchie, Chapter 9 + pp. 286-290 + pp. 436-439

Thurs Jan 29th  
Tourism Marketing  
READING: Goeldner & Ritchie, Chapter 19 (on D2L if you didn’t buy)

MODULE TWO: TRAVEL AND TOURISM PROVIDERS

Tues Feb 3rd  
The Structure and Organization of the Travel and Tourism Industry  
READING: Holloway, Chapter 8 (on D2L if you didn’t buy this text)

Tues Feb 10th  
Sectors of the Industry: An Introduction to Transportation  
READING: Goeldner & Ritchie, Chapter 5 (on D2L if you didn’t buy)

Tues Feb 12th  
Sectors of the Industry: Transportation – Air, Land or Sea?  
READING: Holloway, Chapter 13 or 14 or 15 (to be assigned, on D2L)

Tues Feb 17th  
Sectors of the Industry: Visitor Attractions  
READING #1: Holloway, Chapter 10 or Goeldner & Ritchie, Chapter 8  
READING #2: Swarbrooke, ‘Key Issues in ... ’ (on D2L)

Thurs Feb 19th  
Sectors of the Industry: Accommodations and Food & Beverage  
READING: Holloway, Chapter 12 or Goeldner & Ritchie, Chapter 6

Tues Feb 24th  
Sectors of the Industry: Visitor Attractions  
READING #1: Holloway, Chapter 10 or Goeldner & Ritchie, Chapter 8  
READING #2: Swarbrooke, ‘Key Issues in ... ’ (on D2L)

Thurs Feb 26th  
Sectors of the Industry: Accommodations and Food & Beverage  
READING: Holloway, Chapter 12 or Goeldner & Ritchie, Chapter 6

Tues Mar 3rd  
Sectors of the Industry: Visitor Attractions  
READING #1: Holloway, Chapter 10 or Goeldner & Ritchie, Chapter 8  
READING #2: Swarbrooke, ‘Key Issues in ... ’ (on D2L)

Tues Mar 3rd  
Sectors of the Industry: Accommodations and Food & Beverage  
READING: Holloway, Chapter 12 or Goeldner & Ritchie, Chapter 6

Thurs Mar 5th  
NO CLASS TODAY
Tues Mar 10th  NO CLASS – HAPPY & SAFE SPRING BREAK!
Thurs Mar 12th  NO CLASS – HAPPY & SAFE SPRING BREAK!

Tues Mar 17th  Tourism in Ireland (Happy St. Patrick’s Day!)
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READING: Boniface, Cooper & Cooper, Chapter 9 (on D2L)

**MODULE THREE: THE FACILITATION OF TRAVEL AND TOURISM**

Thurs Mar 19th  Tourism Marketing at the National Level
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READING: Goeldner & Ritchie, pp. 79-88 (on D2L if you didn’t buy)

Thurs Mar 26th  Topic to be Determined
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READING: to be posted on D2L

Tues Mar 31st  Industry Intermediaries: The Role of the Public Sector – Travel MI
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READING #1: Holloway, pp. 505-522 or James, ‘What is the Role’ (on D2L)
READING #2: explore Travel MI website (www.michigan.org)

Thurs Apr 2nd  Industry Intermediaries: The Convention and Visitors Bureau
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READING #1: Fenich, Chapter 11 (on D2L)
READING #2: explore GLCVB website (http://www.lansing.org/)

**MODULE FOUR: TRAVEL AND TOURISM ISSUES AND TRENDS**

Tues Apr 7th  Emerging Tourism Destinations – Class Presentations and Reports
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READING: Travel Leaders Group ‘2015 Travel Trends Survey’ (on D2L)

Thurs Apr 9th  Planning and Managing Security for Special Events
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READING: Connors, ‘Planning and Managing Security … ’ (on D2L)

Tues Apr 14th  Niche Tourism Markets – Class Presentations and Reports
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READING: Novelli, Introduction (on D2L)

Thurs Apr 16th  Mystery Class!

Tues Apr 21st  Sustainability in the Tourism Industry
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READING: Sloan, Legrand & Chen, Chapters 1 + 2 (on D2L)

Tues Apr 28th  The Design and Management of Tourism Sites & Services
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READING: Holloway, pp. 216-224 + Chapter 16 (on D2L if you didn’t buy)

Tues May 5th  FINAL CLASS/EXAM SESSION
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8-10pm