

CSUS 273
Introduction to Travel and Tourism

Fall 2017
Tuesday & Thursday, 5:00 - 6:20 PM
223 National Resources Building

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Office Hours: Mon & Tues 4:00 – 5:00 PM (or by appointment)

Catalog Description

Overview of the travel and tourism industry. History, scope and management of the tourism system. Tourism demand, destination management, major travel segments, tourism marketing.

Introduction

Tourism is one of the world's largest and fastest growing sectors. This course provides students with an opportunity to learn about the various aspects of travel and tourism, including the scale, scope and organization of the industry. The course will address travel and tourism at levels from local to international, with a particular emphasis on the impacts of tourism from a societal perspective (economic, environmental, socio-cultural). As an introductory class, the material covered is diverse, supporting topics to be discussed in greater depth in future coursework.

Course Objectives

Upon successfully completing this course, students will:

- Appreciate the historical development of the travel and tourism sector, identifying key factors that influence its continued development today and into the future;
- Understand the difficulties associated with identifying a single definition of 'tourism,' including related issues associated with the measurement of travel and tourism activity;
- Recognize and describe the nature of tourism from a systems perspective;
- Apply basic theories of travel motivation to understand major tourist market trends and segmentation criteria;
- Understand the varying types and functions of tourism organizations at an international, national, regional, and local level;
- Describe the structure, content and process of a typical destination tourism policy, including the relationship between tourism planning and tourism policy;

- Explain and assess the increasing importance of ‘sustainability’ as a principle for the management of tourism systems; and
- Identify and critically evaluate the positive and negative impacts of tourism on host communities from an economic, environmental, and socio-cultural perspective.

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. In addition, this course supports Michigan State University’s Undergraduate Learning Goals of analytical thinking and integrated reasoning. More information about MSU’s Undergraduate Learning Goals are available at <http://undergrad.msu.edu/msu-goals>.

Required Textbook

Goeldner, C.R. and Ritchie, J.R.B. (2012). *Tourism: Principles, Practices, Philosophies* (12th Ed.). Hoboken, New Jersey: John Wiley. ISBN 978-1-118-07177-9

Other readings may be assigned throughout the course of the semester and will be posted on D2L (<http://d2l.msu.edu>) or distributed in class.

Class Schedule¹

DATE	TOPIC	Required Reading
Th 08/31	Introduction	
Tu 09/05	The Tourism <i>System</i>	pp. 3-17
Th 09/07	Historical Development	Chpt 2
	Due: Reading Question	
Tu 09/12	Modern Era of Tourism	
Th 09/14	Industry Structure & Organization	Chpt 4
Tu 09/19	Sectors of the Industry: Transportation	Chpt 5
Th 09/21	Sectors of the Industry: Visitor Attractions	Chpt 8
	Due: Reading Question	
Tu 09/26	Sectors of the Industry: Lodging & Food	Chpt 6
Th 09/28	Career Opportunities + Midterm Review	Chpt 3
Tu 10/03	MIDTERM #1	
Th 10/05	Motivation Theories	Chpt 9
Tu 10/10	Travel Experiences	Chpt 10
	Due: Reading Question	
Th 10/12	Sociology of Tourism	Chpt 11

¹ Topics subject to change

Tu 10/17	Tourism Policy	Chpt 15
	Due: Reading Question	
Th 10/19	Tourism Policy	
Tu 10/24	Fieldtrip: Greater Lansing CVB	
Th 10/26	Fieldtrip: Greater Lansing CVB	
Tu 10/31	Tourism Planning + Midterm Review	Chpt 16
Th 11/02	MIDTERM #2	
Tu 11/07	Impacts: Economic	Chpt 14
Th 11/09	Impacts: Socio-Cultural	
Tu 11/14	Traveler's Philanthropy	see D2L
Th 11/16	Impacts: Environmental	Chpt 17
Tu 11/21	Impacts: Environmental	
Th 11/23	THANKSGIVING – NO CLASS	
Tu 11/28	Climate Change	see D2L
	Due: Reading Question	
Th 11/30	Climate Change	
Tu 12/05	Sustainable Tourism	Chpt 17
	Due: Tourism Case Study	
Th 12/07	Tourism's Future + Course Review	Chpt 20
Tues 12/12	FINAL EXAM (5:45 – 7:45pm in NR 223)	

Course Evaluation

Participation	10%
Reading Questions	15%
Current Event Presentation	10%
Midterm #1	15%
Midterm #2	15%
Tourism Case Study	15%
Final Exam	20%

Due Date

Weekly
see Class Schedule
as Agreed Individually
October 3, 2017
November 2, 2017
December 5, 2017
December 12, 2017

Grading Scale

Grade	Percentage
4.0	91 – 100%
3.5	85.5 – 90.9%

3.0	81.5 – 85.4%
2.5	76.5 – 81.4%
2.0	76.5 – 75.4%
1.5	66.5 – 71.4%
1.0	61.5 – 66.4%
0.0	under 62.4%

Assignment Descriptions

Participation (10%)

Based on your weekly in-class contribution to the discussion. Students are expected to be present in all classes and to have read and reflected on that week's reading materials. Attendance may be taken at the beginning of each class. Be prepared to discuss your thoughts and share your ideas with your fellow classmates in a constructive and respectful manner. You may be called on to present your comments on the readings throughout the term.

Reading Questions (15%)

Consists of five written answers (100-150 words) based on discussion questions from the required textbook. These questions are to be answered individually and outside of class. The reading questions will be submitted electronically via D2L and will ***not*** be accepted after 4:30PM on the assigned deadline (see Class Schedule and below). Each of the five reading question will be worth 3% of your course grade.

- 1) Do today's travelers have motivations and concerns similar to those of travelers who lived during the classical era? *(Due September 7, 2017)*
- 2) Identify the principal appealing factors of theme parks. Explain their growth trends. *(Due September 21, 2017)*
- 3) In what way can world peace be enhanced by tourism? *(Due October 10, 2017)*
- 4) What is a tourism policy, and why is it important for a tourism destination to have a formal policy? *(Due October 17, 2017)*
- 5) What are the four main pathways by which climate change will impact tourism? Provide an example of each. *(Due November 28, 2017)*

Current Event Presentation (10%)

In every class beginning Week 2 of the semester, students will make a **three-minute** oral presentation on a **news article relevant to the travel and tourism sector**. The news article may be taken from any recognized dailies and may cover a relevant topic at the state, national, or international level. Current event news articles are intended to spur class discussion and part of the grade will be based on how "interesting" the article is to the class (i.e., how well the article generates class discussion). Although ***NOT*** a requirement, students may use a *maximum* of two PowerPoint (PPT) slides for this presentation. Please put your PPT slides on USB key and bring to the instructor five minutes *before* class begins (i.e., 4:55pm).

Midterm Exams (15% each; 30% total)

There will be two midterm exams during the course of this semester. The midterms may include a mixture of multiple choice, true/false, fill in the blank, and short answer. The midterm exams will **NOT** be cumulative. Each midterm will cover course material (lectures and readings) up to the test date (i.e., Midterm #1 will cover material from August 31 to September 28; Midterm #2 will cover material from October 5 to October 31). No one will be excused from taking exams at the scheduled time without **PRIOR** permission of the instructor.

Tourism Case Study (15%)

At some point over the first half of the semester, you must visit a tourist attraction, destination, or event. This visit could take place as part of your travels or as a specific trip for the purposes of this assignment. Students who do not have access to transportation can focus on a destination, event, or attraction in the East Lansing area, so long as it is somewhere that attracts tourists. During this visit, you should observe enough to write a 1000-word paper (2-page, single spaced) that address the bulleted list below. A penalty of 10% per day will be applied for late papers without a valid academic reason, based on a 24-hour clock starting at 4:00PM on the due date (December 7, 2017).

- Describe the attraction, destination or event that you visited. (100 words)
- Identify the types of amenities and facilities that are present at your attraction, destination or event. How do they facilitate visitors' experiences? (200 words)
- Explain how visitor experience might vary based on different types of visitors. Be sure to consider travel motivation theories discussed in class. (300 words)
- Evaluate the likely impacts (positive and negative) to the residents of the surrounding community. Be sure to consider economic, socio-cultural and environmental impacts. (400 words)

Final Exam (20%)

The final exam will be comprehensive and cover **ALL** of the course material from the semester (i.e., the final exam is cumulative). The final exam will include a mixture of multiple choice, short and long answer questions. No one will be excused from taking exams at the scheduled time without **PRIOR** permission of the instructor.

Extra Credit (Bonus Marks)

Throughout the term there will be opportunities to earn extra credit. These opportunities will be noted in class and/or posted to D2L.

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.

Article 2.III.B.2 of the Academic Freedom Report states that "The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards." In addition, the Department of Community Sustainability adheres to the policies on academic honesty as specified in General Student Regulations 1.0, Protection of Scholarship and Grades; the allUniversity Policy on Integrity of Scholarship and Grades; and Ordinance 17.00, Examinations. (See Spartan Life: Student Handbook and Resource Guide and/or the MSU Web site: www.msu.edu). 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 CSUS 273. Students who violate MSU academic integrity rules may receive a penalty grade, including a failing grade on the assignment or in the course. Contact your instructor if you are unsure about the appropriateness of your course work. (See also <http://www.msu.edu/unit/ombud/dishonestyFAQ.html>). **There will be no warnings – the maximum sanction allowed under University policy will occur on the first offense.** Turnitin.com will be used for all written assignments.

Consistent with MSU's efforts to enhance student learning, foster honesty, and maintain integrity in our academic processes, Dr. Ruty may use a tool called Turnitin to compare a student's work with multiple sources. The tool compares each student's work with an extensive database of prior publications and papers, providing links to possible matches and a 'similarity score'. The tool does not determine whether plagiarism has occurred or not. Instead, Dr. Ruty must make a complete assessment and judge the originality of the student's work. All submissions to this course may be checked using this tool.

If directed by Dr. Ruty, students should submit papers to Turnitin Dropboxes without identifying information included in the paper (e.g. name or student number); the system will automatically show this info to faculty in your course when viewing the submission, but the information will not be retained by Turnitin.

The Spartan Code of Honor

The Associated Students of Michigan State University (ASMSU) is proud to be launching the Spartan Code of Honor academic pledge, focused on valuing academic integrity and honest work ethics at Michigan State University. The pledge reads as follows:

“As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do.”

Technology Use

While in class, students should put their cell phones on silent or turn them off. Sending and receiving texts or email messages during class time is distracting to students and the instructors. The use of laptops for non-learning purposes is also highly distracting (e.g., social networking, instant messaging). Students may be called out for using their phones or laptops for non-classroom purposes and will be asked to stop and/or may be asked to leave.

Accommodations

Michigan State University 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 on the web at rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation ("RISA") form. Please present this form to Dr. Rutty at the start of the term and/or two weeks prior to the accommodation date (exam, assignment, etc). Requests received after this date will be honored whenever possible.

Bereavement

Michigan State University is committed to ensuring that the bereavement process of a student who loses a family member during a semester does not put the student at an academic disadvantage in their classes. If you require a grief absence, you should complete the “Grief Absence Request” web form (<https://www.reg.msu.edu/sitemap.aspx?Group=7>) no later than one week after knowledge of the circumstance. I will work with you to make appropriate accommodations so that you are not penalized due to a verified grief absence.

Drops and Adds

The last day to add this course is the end of the first week of classes. The last day to drop this course with a 100 percent refund and no grade reported is February 3. The last day to drop this course with no refund and no grade reported is March 1. You should immediately make a copy of your amended schedule to verify you have added or dropped this course.

Commercialized Lecture Notes

Commercialization of lecture notes and university-provided course materials is not permitted in this course.

Attendance

Students whose names do not appear on the official class list for this course may not attend this class. Students who fail to attend the first four class sessions or class by the fifth day of the semester, whichever occurs first, may be dropped from the course. This course follows the General University Attendance Policy. If you miss a class due to a Special Consideration Absence as defined by University Policy, your class participation grade for those excused absences days will be the average of your earned participation grades.

Disruptive Behavior

Article 2.III.B.4 of the Academic Freedom Report (AFR) for students at Michigan State University states: "The student's behavior in the classroom shall be conducive to the teaching and learning process for all concerned." Article 2.III.B.10 of the AFR states that "The student has a right to scholarly relationships with faculty based on mutual trust and civility." General Student Regulation 5.02 states: "No student shall . . . interfere with the functions and services of the University (for example, but not limited to, classes . . .) such that the function or service is obstructed or disrupted. Students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action through the Student Faculty Judiciary process.

Campus Emergencies

If an emergency arises in this classroom, building or vicinity, your instructor will inform you of actions to follow to enhance your safety. As a student in this class, you are responsible for knowing the location of the nearest emergency evacuation route or shelter. These directions appear on the maps posted on the walls throughout this building. If police or university officials order us to evacuate the classroom or building, follow the posted emergency route in an orderly manner and assist those who might need help in reaching a barrier-free exit or shelter. To receive emergency messages, set your cellular phones on silent mode when you enter this classroom. If you observe or receive an emergency alert, immediately and calmly inform your instructor. (See also www.alert.msu.edu.)

E-Learning Policies

Information technologies such as D2L and email are widely used in this class. As a result, there are some additional policies that need to be understood:

- Students should visit the course's D2L site on a regular basis.
- Students should check their email frequently (all class email is sent to the student's official MSU email account).
- All assignments submitted electronically, either on disk or via email, should be free of any viruses and/or worms. Any infected file or media that is submitted will receive a zero (0) for that assignment.
- This course recognizes the students' right to privacy and adheres to the Family Educational Rights and Privacy Act (FERPA).
- Students need to review the university policy "Acceptable Use of Computing Systems, Software, and the University Digital Network" at <http://lct.msu.edu/guidelinespolicies/aup/>.
- Excessive emails make an unreasonable time demands on both sender and recipient. Please ensure you have a legitimate need before you write.
- Dr. Rutty will answer email about:

- Questions arising from difficulty in understanding course content.
- Requests for feedback about graded assignments.
- Private issues appropriate for discussion within the teacher-student relationship.
- Dr. Rutty will NOT answer email which:
 - Poses questions answered in the course information sections of the course D2L site
 - Poses questions answered in the course syllabus.
 - Lacks a subject line clearly stating the purpose of the email and the course number (CSUS273).
 - Raises an inappropriate subject.
- Dr. Rutty will make every effort to answer email received within 24hrs on a given day and no later than the end of the next business day, unless otherwise specified in classy.
- You are responsible for the operation of any personally owned computers you use on or off campus. A malfunctioning computer system is NOT a valid excuse for submitting late work.