

CSUS 474
Advanced Topics in Tourism Management

Fall 2017
Wednesday, 5:00-7:50pm
19 Natural Resources Building

Description: Tourism as a form of economic and community development. Tourism planning, marketing and management. Tourism and sustainability. Tourism research.

Instructor: Sarah Nicholls, Ph.D., Associate Professor, Departments of Community Sustainability and Geography, Environment, & Spatial Science

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Office Hours: Tuesdays 4-5:30pm (with limited exceptions per calendar on D2L)
Before class, and by appointment

Course Objectives and Outcomes

This three-credit class is the capstone course for majors in the Natural Resource-Based Recreation and Tourism (NRT)/Sustainable Parks, Recreation and Tourism (SPRT) programs, though it is open to upper-level students from all departments/majors. As such, it is designed to integrate the multiple strands of learning in which NRT/SPRT students have engaged in previous classes here at MSU; for non-NRT/SPRT majors, at least one previous tourism-focused class and/or experience in the tourism industry would be advantageous.

At least one half of our time and effort will be devoted to development and implementation of a semester-long, small group, industry-related project. This year's potential partners are briefly described in the project ideas handout. We will also tie the class and the projects to the 2012-2017 Michigan Tourism Strategic Plan that Sarah developed for Travel Michigan and the Michigan Travel Commission, and that she is currently facilitating the implementation of.

Given the need to coordinate with these industry partners, evolution of the class will be somewhat dynamic, requiring a certain level of flexibility on your part. Design of the course is predicated on the assumption that learning best takes place in an interactive atmosphere, i.e.,

your success in the course will depend considerably upon your active participation in and engagement with it and your peers. I expect every student to attend every class and will take attendance and evaluate participation each week. There will be many opportunities for the sharing of and reflection upon one another's opinions and experiences, and I hope all students will actively engage in those discussions in a thoughtful, considerate and open manner. There will be few right or wrong answers; I am much more interested in your ability to identify and digest relevant information and to use that material to support your thinking on critical tourism topics and in a way that advances the class's collective understanding of the role of tourism in economic/community development.

At the conclusion of this course each student should have developed a comprehensive understanding of the intricacies of the tourism system, including the variety of individuals, entities and enterprises that constitute this system and the complexities inherent in the inter-relationships between them. Each student will also develop a critical awareness of the concept of sustainability and of the manner and extent to which tourism is or can be a sustainable activity and industry. A key theme around which the course will revolve is the two-way relationship between the economy, society/culture and the environment on one hand, and tourists/tourism on the other; students will develop an in-depth knowledge of the positive and negative ways in which economy, society/culture and environment both impact, and are impacted by, tourists and tourism. Overall, then, each student should develop a more critical approach to the understanding of tourism as a force for development and change.

In addition, each student will learn how to conceptualize and implement a real-world tourism planning/marketing/management project, including the development of a purpose statement; framing of research objectives, questions and/or hypotheses; design and administration of an appropriate data collection method (e.g., surveys, interviews) ; analysis of those data; presentation of findings in text, tabular and/or graphical form; development of appropriate implications and recommendations; and, delivery of a final report in written and oral form. Every project will include interaction with one or more industry partners, on-campus and/or at their property or site.

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

Other than a little traditional lecturing early on, the course will consist primarily of class-led discussion based on both the assigned readings and other materials that you might independently identify and review.

Course Materials

There is no required text. Links to readings will be posted on D2L or hard copies will be provided.

Grading Scale (NO CURVE)

92.5%	4.0
86.5%	3.5
80.0%	3.0
72.5%	2.5
64.5%	2.0
57.5%	1.5
50.0%	1.0
Under 50.0%	0.0

Distribution of Points

Book review – written (individual), in-class discussion (small groups)	15
“The Final Call” case study – in-class presentation (in pairs)	15
Participation	20
Project – small groups	50
TOTAL	100

Grading and Exam Policies

Late assignments: Assignments are due at the time and on the date stated in the class outline and in the assignment guidelines. *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!

Final exam: “A student absent from a final examination without a satisfactory explanation will receive a grade of 0.0 on the numerical system. Students unable to take a final examination because of illness or other reason over which they have no control should notify the associate deans of their colleges immediately.” Per Academic Programs – General Information, Policies, Procedures and Regulations:
<http://www.reg.msu.edu/AcademicPrograms/Text.asp?Section=112#s499>

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 proof read 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>.

Assignments

- Profile sheet – to be completed on Weds Sept 6.
- Book review – The class will choose three different books to review. Each student will prepare a written review of one of those books (further guidelines will be provided). In addition, we will discuss each book in class, with small groups providing an informal summary of, and leading a discussion about, each. To be completed individually (written review) and in small groups (discussion in class).
- “The Final Call” case study – Each student will select one chapter from “The Final Call.” Chapters are place- and topic-specific, but have considerable implications for other places and to broader concepts that you have learned about in this or previous courses. Your task is to lead a portion of a class, during which you summarise your chapter but also make those connections to historic or recent developments in other places and to some of the more general tourism-related concepts about which you have learned in this and other classes. To be completed in pairs, to be assigned based on choice of topics.
- Participation – I will take attendance and evaluate participation every week and will expect every student to attend the entirety of every class. My assessment of participation will incorporate both your attention in class and to class discussions, quiz/activity scores, and the depth, quality and preparedness of your input. The highest scores will be awarded to students who consistently demonstrate the careful and critical reading of, and substantive reflection on, the readings, as well as the linkage of class discussion to other materials or experiences, e.g., from prior classes, from personal or professional experience, etc.
- Project – As described above, each student will participate in a substantial, semester-long, industry-related project. These projects will be completed in groups of two-three. Once topics and groups have been assigned, the appropriate guidelines will be developed. Projects will be divided into multiple components, each of which will be graded separately. Each group will prepare a written report and make a formal, oral presentation to the class and to invited industry stakeholders at the end of the semester.
- Extra credit – Various opportunities to earn extra credit may be offered throughout the semester. These might include the collection of relevant materials, such as newspaper articles, for use in class; participation in relevant industry events and trainings, e.g., Travel Commission meetings, the Greater Lansing CVBs Certified Tourism Ambassador program; or, short, take-home exercises. Other ideas are welcome. Participation in extra credit opportunities is always entirely optional but is highly encouraged.

Books on Reserve at Main Library

- Gunn, C.A. (1994). *Tourism planning: Basics, concepts, cases*. Washington, DC: Taylor & Francis.
- Gunn, C.A. with Var, T. (2002). *Tourism planning: Basics, concepts, cases*. New York: Routledge.
- Herremans, I.M. (2006). *Cases in sustainable tourism: An experiential approach to making decisions*. New York: Haworth Hospitality Press.
- Jauhari, V. (2008). *Global cases on hospitality industry*. New York: Haworth Press.
- O'Halloran, R.M., Jarvis, K. & Allen-Chabot, A. (2006). *Cases in hospitality and tourism management*. Upper Saddle River: Pearson/Prentice Hall.
- Mason, P. (2008). *Tourism impacts, planning and management*. Amsterdam/Boston: Elsevier/ Butterworth Heinemann, 2008.

Other Resources for Assignments

Please note: *Wikipedia and other personal websites are NOT always reliable sources of information for assignments. Please use Wikipedia and personal websites with care; websites ending .gov and .org are typically the most reliable.*

On-line databases, e.g., JSTOR: <http://er.lib.msu.edu/index.cfm>

On-line journals: <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 Leisure Research
- Journal of Sustainable Tourism
- Journal of Travel Research
- Tourism Analysis
- Tourism Geographies
- Tourism Management

Magazines to look at:

- Condé Nast Traveler
- Travel and Leisure
- National Geographic Traveler

Travel and place-related websites:

Lonely Planet - <http://www.lonelyplanet.com/>
Rough Guides - <http://www.roughguides.com/>
CIA World Factbook - <https://www.cia.gov/library/publications/resources/the-world-factbook/index.html>
US Department of State - <http://travel.state.gov/>
Euromonitor: <http://www.euromonitor.com/travel-and-tourism>

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.

In the Event of an Emergency

The Professor will notify you of what actions that may be required to ensure your safety. It is the responsibility of each student to understand the evacuation, “shelter-in-place,” and “secure-in-place” guidelines posted in each facility and to act in a safe manner. You are allowed to maintain cellular devices in a silent mode during this course, in order to receive emergency SMS text, phone or email messages distributed by the university. When anyone receives such a notification or observes an emergency situation, they should immediately bring it to the attention of the Professor in a way that causes the least disruption. If an evacuation is ordered, please ensure that you do it in a safe manner and facilitate those around you that may not otherwise be able to safely leave. When these orders are given, you do have the right as a member of this community to follow that order. Also, if a shelter-in-place or secure-in-place is ordered, please seek areas of refuge that are safe depending on the emergency encountered and provide assistance if it is advisable to do so.

What I Expect of You as a CSUS 474 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, text, Facebook, email, etc., but you will make comments and ask questions as appropriate) – I reserve the right to ban the use of laptops at any point in the semester if I feel that they are being misused during class time! We will not need laptops or phones at all whenever we have guest speakers or student presentations.
- That you will hand in assignments on time.
- That you will not engage in any form of cheating or plagiarism.

What You May Expect of Me as the CSUS 474 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 474 OUTLINE OF TOPICS AND READINGS

FALL 2017

Wed Sept 6 (2)	Introduction: Introduction to course, instructor and classmates; review syllabus; complete student profile; review key aspects and elements of the global tourism industry and the tourism system. <i>READINGS (links or PDFs posted on D2L): (1) UNWTO Tourism Highlights 2016; (2) UNWTO World Tourism Barometer June 2017; (3) WTTC Understanding The Critical Issues For The Future of Travel & Tourism; (4) US Travel Answer Sheet; (5) 2018's Top Travel Trends; (6) Project Ideas.</i>
Wed Sept 13 (2)	Tourism in MI and the 2012-2017 MI Tourism Strategic Plan (MTSP) and Introduction to Projects <i>READINGS (all on D2L): (1) Michigan Geography and Geology, Chapter 35 Tourism and Recreation; (2) 2012-2017 Michigan Tourism Strategic Plan Executive Summary; (3) A Timeline of Michigan Tourism; (4) Michigan Tourism SWOT Analysis; (5) Outdoor Recreation Economy Report 2017; (6) Outdoor Participation Report 2016.</i>
Wed Sept 20 (2.5)	Sustainable Tourism – Or, is Tourism Sustainable? <i>READINGS (all on D2L): Goodwin – Foreword, Preface, Chapter 1, one of Chapters 5-7 (to be assigned), Chapter 8.</i>
Wed Sept 27 (1)	Work on Project Proposals <i>READINGS: to be assigned (on D2L). ASSIGNMENT: complete MSU IRB Human Research Protection training, send certificate of completion to Sarah by noon, and complete your IRB profile (see D2L for links to training and profile).</i>
Wed Oct 4 (1.5)	Grad Student Presentation(s) (Topic(s) to be Announced) and Work on Projects <i>READINGS: to be assigned (on D2L).</i>
Wed Oct 11 (0.5)	NO CLASS TONIGHT - work on projects in groups, send progress report to Sarah by midnight. <i>READINGS: (1) Writing Good Survey Questions; (2) The 10 Commandments for Writing Outstanding Survey Questions; (3) Survey Questions 101.</i>

Note: number in parentheses under each date represents number of participation points available during that class.

Wed Oct 18 (3)	Book Reviews <i>READING: book, to be assigned.</i> <i>ASSIGNMENT: written reviews and informal small group presentations/discussions due in class.</i>
Wed Oct 25 (0.5)	NO CLASS TONIGHT - work on projects in groups, send progress report to Sarah by midnight.
Wed Nov 1 Wed Nov 8 Wed Nov 15 (1.5 per class)	The Final Call: Investigating Who Really Pays for our Holidays <i>READINGS: (1) Hickman – Introduction and Conclusion; (2) your chapter; (3) short articles as assigned by your peers each week.</i> <i>ASSIGNMENT: due on 11/1, 11/8 or 11/15, based on chapter assigned.</i>
Wed Nov 22	NO CLASS TONIGHT – HAPPY THANKSGIVING!!!!
Wed Nov 29 (1.5)	Grad Student Presentation(s) (Topic(s) to be Announced) and Work on Projects <i>READINGS: to be assigned (on D2L).</i>
Wed Dec 6 (1)	Work on Projects <i>Focus on implications of findings and recommendations; start PPTs.</i>
Fri Dec 15 10am-1pm	Project Presentations <i>Lunch will be provided.</i>
Fri Dec 15 5pm	Project Reports Due (via email)

Note: number in parentheses under each date represents number of participation points available during that class.