

# CSUS 273 Introduction to Travel and Tourism

Spring 2018, TuTh, 5:00-6:20pm, 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, Environment, and Spatial Sciences

**Office:** Room 331B Natural Resources Bldg.

**Phone:** (517) 432 0319

**E-mail:** nicho210@msu.edu (*always the quickest and easiest way to reach me*)

**Mailbox:** Room 151, Natural Resources Building

**Office Hours:** Most Wednesdays 1:30-3:30pm (per calendar on D2L)  
Before and after class, and 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](http://www.csus.msu.edu/undergraduate/sustainability_core).

## Course Format

To maximize the use of the REAL space, the course will involve a mixture 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 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

Holloway, J.C. *The Business of Tourism*. Harlow, Essex: Prentice Hall. **OR** Goeldner, C.R., & Ritchie, J.R.B. *Tourism: Principles, Practices, Philosophies*. Hoboken, New Jersey: John Wiley.

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

## Assignments

- Student profile (to be completed in class Tues Jan 9).
- 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). A final quiz/exam will take place on Monday April 30.
  - 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 (group activities will include a participation component, i.e., scores within groups may vary).
  - 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 (see guidelines on D2L):
  - An emerging tourism destination region (city or country) **OR**
  - An emerging niche tourism market
- Extra credit (EC) – Various opportunities to earn EC will be offered throughout the semester. These might include the posting and discussion of relevant materials, e.g., news articles, on D2L; take-home exercises; or, attending guest lectures. Completion of Greater Lansing CVB's Certified Tourism Ambassador program will earn 20 EC points (see D2L for details). 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

Quizzes, exercises, attendance	350	(there will be > 350 pts available)
Report (region or niche)	100	
TOTAL	450	

## Grading Scale (NO CURVE)

416 – 450	92.4%	4.0
390 – 415	86.7%	3.5
360 – 389	80.0%	3.0
326 – 359	72.4%	2.5
290 – 325	64.4%	2.0
259 – 289	57.6%	1.5
225 – 258	50.0%	1.0
Under 225		0.0

## 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://ombud.msu.edu/classroom-policies/index.html#attendance>).

**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. Ten percent of the 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](mailto:writing@msu.edu), webpage <http://writing.msu.edu> (free service for MSU students).

## Books on Reserve at Main Library

- Boniface, B., and Cooper, C. (2005, fourth edition). *Worldwide Destinations: The Geography of Travel and Tourism*. Oxford: Butterworth-Heinemann.
- Goeldner, C.R., & Ritchie, J.R.B. (2012, tenth edition). *Tourism: Principles, Practices, Philosophies*. Hoboken, New Jersey: John Wiley.
- Holloway, J.C. (2006, seventh edition). *The Business of Tourism*. Harlow, Essex: Prentice Hall.
- Novelli, M. (2005). *Niche Tourism: Contemporary Issues, Trends and Cases*. Elsevier Science & Technology Books.

## Other Resources for Your Interest and for Assignments

On-line databases and journals (general): <https://lib.msu.edu/resources/articles/>

On-line databases and journals (parks/recreation/tourism): [http://libguides.lib.msu.edu/sb.php?subject\\_id=21807](http://libguides.lib.msu.edu/sb.php?subject_id=21807)

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:

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>

Travel and tourism organizations:

United Nations World Tourism Organization - <http://www2.unwto.org/>  
World Travel and Tourism Council - <http://www.wttc.org/>  
United States Travel Association - <http://www.ustravel.org/>  
Travel and Tourism Research Association - <http://www.ttra.com/>  
Travel Michigan - <http://www.michigan.org/>  
Michigan Lodging and Tourism Association - <http://www.milodging.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](http://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](http://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 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 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 2018

*readings to be completed before date (or first of batch of dates) listed for topic*

Tues Jan 9<sup>th</sup> Introduction to course, instructor and classmates; review syllabus; complete student profile

## MODULE ONE: DEFINITIONS, HISTORY AND IMPORTANCE OF THE INDUSTRY

Thurs Jan 11<sup>th</sup> **An Introduction to Travel and Tourism**  
*READING: Holloway, Chapter 1 or Goeldner & Ritchie, Chapter 1*

Tues Jan 16<sup>th</sup> **A History of Travel and Tourism: From Ancient Times to Today**  
Thurs Jan 18<sup>th</sup> *READING #1: Holloway, Chapter 2 or Shackley, Chapter 1 (on D2L)*  
Tues Jan 23<sup>rd</sup> *READING #2: Holloway, Chapter 3 (on D2L if you did not buy this text)*

Thurs Jan 25<sup>th</sup> **Tourism in South America: Focus on Brazil**  
*READING #1: Q&A with President of Brazilian Tourism Board (on D2L)*  
*READING #2: Tourism and Sustainability of Brazil (on D2L)*

Tues Jan 30<sup>th</sup> **Travel and Tourism Motivations, Demand and Constraints**  
*READING: Holloway, Chapter 4 or*  
*Goeldner & Ritchie, Chapter 9 + pp. 286-290 + pp. 436-439*

Thurs Feb 1<sup>st</sup> **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 6<sup>th</sup> **Tourism in the Middle East: Focus on Oman**  
*READING: Briefings from Oman – Tourism (on D2L)*

Thurs Feb 8<sup>th</sup> **International Tourism Flows (note: NO CLASS TONIGHT – BUT – an activity to complete in your small groups will be assigned)**  
*READING #1: UNWTO's 'Tourism Highlights 2016' (on D2L)*  
*READING #2: Holloway, pp. 104-108 or Goeldner & Ritchie, pp. 288-290*

## MODULE TWO: TRAVEL AND TOURISM PROVIDERS/INDUSTRY SECTORS

Tues Feb 13<sup>th</sup> **Sectors of the Industry: Food & Beverage**  
*READING #1: Holloway, pp. 340-345 (on D2L if you didn't buy this text)*  
*READING #2: "9 Fast Food Trends for 2018" (link on D2L)*

Thurs Feb 15<sup>th</sup> **Sectors of the Industry: Craft Beverages**  
*READING: "Craft Beverage Tourism: Straight up or with a Twist" (on D2L)*

Tues Feb 20<sup>th</sup> **Sectors of the Industry: Transportation**  
Thurs Feb 22<sup>nd</sup> *READING #1: Goeldner & Ritchie, Chapter 5 (on D2L if you didn't buy)*  
*READING #2: Holloway, Chapter 13 or 14 or 15 (to be assigned, on D2L)*

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Tues Feb 27<sup>th</sup>      **Sectors of the Industry:** Types of Destination and Attraction  
*READING #1: Holloway, Chapter 10 or Goeldner & Ritchie, Chapter 8*  
*READING #2: Swarbrooke, 'Key Issues in ...' (on D2L)*

## **MODULES THREE AND FOUR: THE FACILITATION OF TRAVEL AND TOURISM and TRAVEL AND TOURISM ISSUES AND TRENDS**

Thurs Mar 1<sup>st</sup>      **Tourism Marketing at the National Level**  
*READING #1: Goeldner & Ritchie, pp. 79-88 (on D2L if you didn't buy)*  
*READING #2: Noti, 'The Websites of National Tourism Organisations - A Challenge of E-Marketing' (on D2L)*

Tues Mar 6<sup>th</sup>      **NO CLASS TODAY – HAPPY & SAFE SPRING BREAK!**  
Thurs Mar 8<sup>th</sup>      **NO CLASS TODAY – HAPPY & SAFE SPRING BREAK!**

Tues Mar 13<sup>th</sup>      **NO CLASS TONIGHT – an activity to complete at home will be assigned**

Thurs Mar 15<sup>th</sup>      **Interpretation in Tourism**  
*READING: 'What is Interpretation?' (link on D2L)*

Tues Mar 20<sup>th</sup>      **Tourism Marketing at the National Level, ctd.**  
*READING #1: Goeldner & Ritchie, pp. 79-88 (on D2L if you didn't buy)*  
*READING #2: Noti, 'The Websites of National Tourism Organisations - A Challenge of E-Marketing' (on D2L)*

Thurs Mar 22<sup>nd</sup>      **Industry Intermediaries: The Convention and Visitors Bureau**  
*READING #1: Fenich, Chapter 11 (PDF on D2L)*  
*READING #2: explore GLCVB website (<http://www.lansing.org/>)*

Tues Mar 27<sup>th</sup>      **Emerging Tourism Destinations – Class Presentations and Reports**  
*READING: Lonely Planet, 'Ten Countries You Need to Visit Next Year' and 'Ten Cities That Are Ready For Prime Time' (links on D2L)*

Thurs Mar 29<sup>th</sup>      **Niche Tourism Markets – Class Presentations and Reports**  
*READING: Novelli, Introduction (PDF on D2L) and Shabada, '10 Travel Trends For 2018: Travel's Most Buzzworthy Destinations, Emerging Trends and Sought-After Trips' (link on D2L)*

Tues Apr 3<sup>rd</sup>      **Sports Tourism and Sports Commissions/Authorities**  
*READINGS: 'The Big Business of Sports Tourism' and 'Sports Tourism is Big Business' (PDFs on D2L)*

Thurs Apr 5<sup>th</sup>      **Mystery Class!**



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Tues Apr 10 <sup>th</sup>	<b>Sustainability in the Tourism Industry – Introduction</b> <i>READING: Sloan, Legrand &amp; Chen, Chapters 1 + 2 (on D2L)</i>
Thurs Apr 12 <sup>th</sup>	<b>Tourism Site Design and Management – Introduction</b> <i>READING: Holloway, pp. 216-224 + Chapter 16 (on D2L if you didn't buy)</i>
Tues Apr 17 <sup>th</sup> Thurs Apr 19 <sup>th</sup>	<b>Sustainability in the Tourism Industry – Group Activity &amp; Presentations</b> <i>READING: Sloan, Legrand &amp; Chen, Chapters 1 + 2 (on D2L)</i>
Tues Apr 24 <sup>th</sup> Thurs Apr 26 <sup>th</sup>	<b>Tourism Site Design and Management – Group Activity &amp; Presentations</b> <i>READING: Holloway, pp. 216-224 + Chapter 16 (on D2L if you didn't buy)</i>
Mon Apr 30 <sup>th</sup> 8-10pm	<b>FINAL CLASS/EXAM SESSION</b>