Tourism Management
Spring 2019
Tuesday & Thursday, 2:40 – 4:00 p.m.
2245 Engineering Building

INSTRUCTOR:	Dr. Crystal L. Eustice
	Department of Community Sustainability
	Michigan State University
	480 Wilson Road
EMAIL:	mill1879@msu.edu
OFFICE HOURS:	Monday, 10:00 to 11:30 a.m. or by appointment
MEETING TIMES:	Tuesday & Thursday, 2:40 – 4:00 p.m.
COURSE DESCRIPTION:	Tourism as a form of economic and community development. Tourism planning, marketing and management. Tourism and sustainability. An examination of applied research in the tourism field.

TEXTBOOK
Brotherton, B. (2015). Researching hospitality and tourism (2nd ed). Los Angeles, CA: Sage
Publications.

RECOMMENDED TEXTS
Cronk, B.C. (2017). How to use SPSS: A step-by-step guide to analysis and interpretation (8th
ed). New York, NY: Routledge.

Additional readings will be posted on course website (D2L).

TECHNOLOGY
More than one application (e.g. web browser, Microsoft Word, Excel, etc.) may be needed for a given assignment or in-class activity. You may want to bring an electronic device with you to class to assist in research for specific class activities.

COURSE LEARNING GOALS
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. During this course, students will explore and 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.

Throughout the course students will:
1. Develop an understanding of the intricacies of the tourism system, and the complexities inherent in the inter-relationships between its entities.
2. Develop a critical awareness of the concept of sustainability, and the manner and extent to which tourism is or can be a sustainable activity and industry.
3. 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.
4. 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 of an appropriate data collection method (e.g., surveys, interviews); proposed analysis of those data; presentation of potential findings in text, tabular and/or graphical form; development of possible implications and recommendations; and, delivery of a final report in written and oral form.

MICHIGAN STATE UNIVERSITY LEARNING GOALS

Analytical Thinking: You will learn to critically analyze complex information and problems through courses and experiences at MSU and by applying what you learn both in and out of class.

Cultural Understanding: You will learn to deepen your understanding of global and cultural diversity by interacting with others in and outside our diverse campus community and reflecting on your own culture and that of others.

Effective Citizenship: You will learn to be an effective citizen by engaging in opportunities for involvement both inside and outside the classroom.

Effective Communication: Spartans communicate to diverse audiences using speech, writing, debate, art, music, and other media. You will learn how to communicate effectively through your interactions with peers, faculty, staff, and community members at MSU, your coursework, and your reflection on how you've changed as you progress toward graduation.

Integrated Reasoning: You will learn to make decisions through integrated reasoning by observing the example set by your fellow Spartans—faculty, professional staff, your peers and student leaders, and our 500,000 Spartan alumni— who are advancing knowledge and transforming lives in innumerable ways. MSU provides you with the space and support to make decisions learn from them and use them to inform your values.

COURSE FORMAT
Other than some traditional lecturing early on, the course will consist primarily of student-led discussion based on both the assigned readings and other materials that you might independently identify and review, as well as student-focused learning activities (e.g., presentations).

Evaluation/Grading

Class participation	150 points (5 points per class)
Research Proposal (of your choice; in an accepted format)	350 points

Problem statement/objectives (75)
    Literature Review (75)
    Methodologies (75)
    Analysis (50)
    Potential Implications (50)
    Professionally compiled report of proposal (25)	

Final Call Case Study	100 points
Final Exam	100 points
Methods Presentation	75 points
Infographic	75 points
Popular Press/Trade Presentation	75 points
Final Presentation of Research Proposal	75 points
Total	**1000 points**

GRADING SCALE

Grade	Points
4.0	1000 – 920
3.5	919 – 860
3.0	859 – 820
2.5	819 – 750
2.0	749 – 700
1.5	699 – 650
1.0	649 – 600
0	< 600

IMPORTANT DATES
February 1	Last Day to Drop w/ Refund (8:00 PM)
February 27	Last Day to Drop w/ No Grade (8:00 PM)
March 4 - 8	Spring Break
May 3	Final Exam: May 2, 3:00 p.m. – 5:00 p.m. (2245 Engineering Bldg.)

ASSIGNMENTS/PROJECTS
Class Participation (Individual – 150 points)
Your active participation in class is expected and includes having read prior assigned readings BEFORE class and being prepared to engage in activities and class discussion. Each and every person in the classroom is responsible for helping to create an engaged and inclusive learning environment. A class sign-in sheet will be passed around at the beginning of class. You will NOT be allowed to sign in late unless prior arrangements have been made with the instructor.

Methods Presentation (Group – 75 points) Due Feb. 28
As a researcher, whether in academia or industry, it is critically important to have a broad understanding of the variety of methods available to us as practitioners, researchers, and consultants. In order to help you grasp the breadth of methods, each student will partner with someone and present their assigned method to the class. Be sure to include all relevant components of the method, as well as an example of it being applied within a tourism context (you will need to look outside of the course readings for this).

Popular Press/Trade Presentation (Individual – 75 points)
Throughout the semester, students will summarize, evaluate, and critique published articles relevant to the tourism industry. Students will pick an article to present and will need to provide a copy of the article to the instructor and fellow classmates *one week before* their presentation. This is an opportunity to present to the class an area of tourism that interests you and one that you'd like to learn more about. Articles must be related back to course content and you will need to demonstrate to the class its relevance to the tourism industry. Presentations should be 7-10 minutes in length. *You will sign up for this in class; presentations will take place during the first 10 minutes of class. If you are late you will not receive credit, unless arranged beforehand with the instructor.

Final Call Case Study (Group – 100 points)
Each student will be assigned a chapter from *The Final Call: Investigating Who Really Pays for our Holidays.* You will group together with the others reading the same assigned chapter and complete a case study analysis. Your group will turn in the analysis (see rubric for specific details of what is included in your case study analysis) as a short write-up, as well as develop 5 discussion questions to **bring to class** on March 12. Your write-up and discussion questions will be due by the beginning of class on March 12; submit via D2L in the appropriate drobox.

Team Research Proposal (Group – 350 points)
As we learn the course content you will be applying your knowledge to a research proposal of your choosing. Your group is self-selected and together you will select a tourism focused research topic that interests all of your group members. Groups must be at least 2 students and no more than 4 students. Together, you will (1) develop a problem statement/objectives/research questions; (2) review literature relevant to your project and write a review; (3) Identify appropriate method and implement accordingly; (4) Analyze and present findings; and (5) Present conclusions, implications, and future research suggestions. Conclusion of this project will include a final written report and a final project presentation.

Infographic (Group - 75 points) Due Feb. 6 by 11:59 p.m.
Prepare an infographic representing a chosen topic from the Goodwin tourism chapter you were assigned. The infographic assignment is an exercise in demonstrating your ability to

comprehend, apply, analyze, synthesize, and evaluate your chosen topic in a visual format. To bring clarity to that demonstration, your infographic should (at the least):

- Briefly summarize the reading and compare/contrast ideas discussed in the chapter in a visually informative way

To strengthen your infographics message you can incorporate outside sources, but make sure to include your sources. Please be creative with this infographic and make it look visually appealing. This is an exercise in both deeply engaging information and designing a concise handout that you might use if you were doing a presentation at a conference, industry meeting, workshop, etc. In addition to submission of your infographic, you will also submit a short description of the target audience your infographic should reach.

Final Presentation of Research Project (Group – 75 points) Due April 29 & 30
Your team will prepare an appropriate presentation on your research project. Your team presentation should be roughly 20 minutes in length (scheduled for May 4th). Each team member must participate in the presentation. Each class member will evaluate each group's project and provide constructive feedback.

Final Exam (Individual – 100 points) May 2
As a way of reinforcing course content and its application to the tourism industry there will be a final exam. Content to be included on the exam will be drawn from course readings, as well as class discussions.

Class Outline

Week 1 – Welcome	
Class 1 - Jan. 8	Course introduction; syllabus review activity; student profile sheet; review key aspects/elements of the global tourism industry and the tourism system. READINGS: (1) UNWTO Tourism Highlights 2017; (2) US Travel Answer Sheet; (3) 2018's Top Travel Trends https://www.intrepidtravel.com/travel-trends-2018/
Class 2 - Jan. 10	Topic: Why [applied] research? *Goodwin chapter 5-7 assigned* READINGS: (1) WTTC Understanding the Critical Issues for the Future of Travel & Tourism; (2) Brotherton - Chapter 1
Week 2 – Sustainable Tourism & Tourism in MI	
Class 3 - Jan. 15	Class discussion & activity READINGS: (1) 2012-2017 Michigan Tourism Strategic Plan Executive Summary; (2) A Timeline of Michigan Tourism; (3) Michigan Tourism SWOT Analysis; (4) Outdoor Recreation Economy Report 2017

Class 4 - Jan. 17	Small group activity/discussions READINGS: (1) Goodwin- Chapter 1 & Chapter 3
Week 3 – Sustainable Tourism & Trends	
Class 5 - Jan. 22	Pop Press Presentation; Small group discussion/activity *(bring laptop/electronic device)* READINGS: (1) Brotherton - Chapter 2
Class 6 - Jan. 24	Pop Press Presentation; In-class Trend activity *(bring laptop/electronic device)*
Week 4 – Project Proposals Intro	
Class 7 - Jan. 29	Pop Press Presentation; In-class activity *(Infographic- bring laptop/electronic device)* READINGS: Brotherton Chapter 3
Class 8 - Jan. 31	Research/Library Tutorial – Meet at Main Library In-class activity - Complete MSU IRB Human Research Protection Training, submit certificate of completion via D2L on Friday, Feb. 3rd by 11:59pm
Week 5 – Research Proposal and Plan	
Class 9 - Feb. 5	Pop Press Presentation; Class activity; *The Final Call chapter reading assigned* READINGS: Assigned Goodwin chapter (5, 6, or 7)
Class 10 - Feb. 7	Pop Press Presentation; Present Infographic; Project Proposal work
Week 6 – Research & Theory	
Class 11 - Feb. 12	**Meet at the Business Library – Room 22** Secondary data sources/why and how is it valuable
Class 12 - Feb. 14	Pop Press Presentation; Group work activity *(bring your laptop/device to class);* READINGS: (1) Brotherton Chapter 4

Week 7 – Research/proposal design	
Class 13 - Feb. 19	Pop Press Presentation; In-class activity *(bring your laptop/device to class)* READINGS: (1) Brotherton Chapter 5
Class 14 - Feb. 21	Pop Press Presentation; SWOT activity
Week 8 – Research Methods	
Class 15 - Feb. 26	Pop Press Presentation; Class Discussion; Activity *(Methods)* READINGS: (1) Brotherton Chapter 6
Class 16 - Feb. 28	Methods Presentations; Case Study work time
March 5	** SPRING BREAK **
March 7	
Week 9 – Travel Impacts	
Class 17 - March 12	Pop Press Presentation; Student Lead Class Discussion on *The Final Call: Investigating Who Really Pays for our Holidays* READINGS: Introduction & Conclusion; Your assigned Final Call Chapter
Class 18 - March 14	Climate Change & Risk; Guest speaker
Week 10 – Data & Sampling Practices	
Class 19 - March 19	Pop Press Presentation; Group activity READINGS: (1) Brotherton Chapter 7
Class 20 - March 21	Pop Press Presentation; In-class activity READINGS: Brotherton Chapter 8
Week 11 – Analysis	
Class 21 - March 26	Pop Press Presentation; Class activity READINGS: (1) Brotherton chapter 9
Class 22 - March 28	Pop Press Presentation; Project proposal group work; Provide professor project progress report by end of class

Week 12 – Analysis	
Class 23 - April 2	Pop Press Presentation; Class activity READING: (1) Brotherton chapter 10
Class 24 - April 4	Pop Press Presentation; Project Groups - Meet with Professor
Week 13 – Conclusions & Implications	
Class 25 - April 9	Pop Press Presentation; Class activity, Focus on potential findings and implications READINGS: Brotherton chapter 11
Class 26 - April 11	Pop Press Presentation; Project proposal group work; provide professor progress report by end of class
Week 14 – Communicating & Disseminating Research Findings	
Class 27 - April 16	Pop Press Presentation; The Trip Doctor activity ***Bring your laptop/electronic device AND earplugs/headphones.***
Class 28 - April 18	Proposal project work time; Focus on findings and implications; Start presentation
Week 15 – Project Presentations	
April 23	Project Presentations
April 25	Project Presentations (Proposal Reports Due April 30 by 11:59pm)
Final Exam – May 2, 3:00 – 5:00 p.m. (2245 Engineering Building)	

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.

ACADEMIC MISCONDUCT

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 all-University 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 474. 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.

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 ("VISA") form. Please present this form to Dr. Eustice at the start of the semester and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date will be honored whenever possible.

BEREAVEMENT:
Students seeking a grief absence should be directed to the Grief Absence Request Form found on the RO home page (https://reg.msu.edu/) under 'Student Services – Grief Absence Request Form' OR to StuInfo (https://stuinfo.msu.edu/) under 'Academics - Enrollment Information and Services – Grief Absence Request Form.' Per policy, graduate students who should see their major professor and notify course instructors are directed to do so when they access the form.

INCLUSION AND DIVERSITY
Inclusion and diversity are core values of MSU and the College of Natural Resources. As Spartans, we are dedicated to respecting people of all backgrounds, beliefs, identity status, and political beliefs. The college is committed to creating a safe, supportive, and welcoming environment where all students, faculty, and staff can pursue academic and professional success. **All members of the MSU community deserve each other's respect, support, recognition, and protection.** It is essential that we all work together to foster an inclusive community where Spartans of all backgrounds can study, work, and thrive.

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

SOCIAL MEDIA
As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course instructor. Students may not post course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any students voice or image included in materials or recordings of course sessions. Any student violating the conditions described above may face academic disciplinary sanctions.

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.

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 1**. The last day to drop this course with no refund and no grade reported is **February 27**. You should immediately make a copy of your amended schedule to verify you have added or dropped this course.

INTERNET
Some professional journals will not consider a submission for publication if the article has appeared on the Internet. Please notify your instructor in writing if you do not want your course papers posted to the course Web site

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
In the event of an emergency arising within the class, 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.

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/guidelines-policies/aup/.
- Excessive emails make an unreasonable time demands on both sender and recipient. Please ensure you have a legitimate need before you write.
- Dr. Eustice **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. Eustice **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 **(CSUS 474).**
  - Raises an inappropriate subject.
- Dr. Eustice will make every effort to answer email received on a given day no later than close of work on the next workday.
- The Web site tech.msu.edu provides a number of information technology resources for students.
- 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.
- **Students are expected to have a high degree of self-motivation and self-direction** in this class and develop the needed technology skills to excel in this class and in life.

Syllabus Disclaimer

All syllabi are subject to minor changes to meet the needs of the instructor, school, or class. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will be make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes through the course site announcements. Please remember to check your MSU email and the course site announcements often.

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 in .gov and .org are typically more reliable.*

Books 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/Boson: Elsevier/Butterworth Heinemann, 2008.

On-line Resources

MSU online journals - **http://libguides.lib.msu.edu/eresources/ejournals**

Gast Business Library - https://lib.msu.edu/bus/

MSU Databases - http://libguides.lib.msu.edu/eresources/databases (suggest JSTOR & ProQuest)

Suggested Journals	**Magazines**
Annals of Tourism Research	National Geographic Traveler
Current Issues in Tourism	Travel and Leisure
Journal of Environmental Management	Condé Nast Traveler
Journal of Leisure Research	
Journal of Sustainable Tourism	
Tourism Management	
Tourism Geographies	
Tourism Analysis	
Journal of Travel Research	

Travel and Place Related Websites

CIA World Factbook - https://www.cia.gov/library/publications/resources/the-world-factbook/

U.S. Department of State - https://www.state.gov/travel/

Lonely Planet - https://www.lonelyplanet.com

Rough Guides - https://www.roughguides.com