

**CSUS 273**  
**Introduction to Travel and Tourism**

Fall 2018  
Tuesdays and Thursdays, 2:40-4:00 p.m.  
158 Natural Resources Building

Instructor: Dr. Dan McCole  
Department: Community, Agriculture, Recreation and Resource Studies  
Office: 304 Natural Resources Building  
Phone Number: 432-0295  
Email: mccoleda@msu.edu  
Office Hours: Thursday 4:00 – 5:00. I am often in my office other times and if my door is open or ajar, feel free to stop in (I really enjoy student visits). If you are traveling from across campus, try calling first to see if I'm available. Otherwise feel free to contact me to schedule an appointment.

**COURSE 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**

This course provides students an opportunity to learn about the various aspects of the tourism industry. The course examines many of the impacts of tourism from a societal perspective (economic, environmental, socio-cultural) as well as the importance of tourism to the individual traveler and his/her quality of life. The course addresses travel and tourism at levels from local to international. It aims to provide an overview of the scale, scope and organization of the industry with an emphasis on development of natural, cultural, heritage, and recreational resources of tourism. As an introductory class, the material covered is diverse in order to provide an overview of topics to be discussed in greater detail in future coursework.

**Readings**

1. Required Text: *Tourism: Principles, Practices, Philosophies*, 12th Edition (2012) by Charles R. Goeldner and J. R. Brent Ritchie. John Wiley and Sons: Hoboken, NJ
2. Other readings may be assigned throughout the course of the semester and will either be posted on D2L or distributed in class.

Students enrolled in this class are expected to **purchase and read this text book** and any other readings as assigned. It is the expectation that students read and comprehend the assigned readings. Although class time will occasionally be spent covering subject matter from the text, most class time will be used to introduce new concepts and engage in activities not directly relevant to the assigned readings. This does not mean that the readings are unimportant. This class is meant to be much more than just the text, but the assigned readings are an intricate part of the overall course materials.

### **COURSE OBJECTIVES**

At the completion of this course, students should be able to:

1. Understand and appreciate the history, organization, complexity and scope of the travel and tourism system.
2. Explain the status of tourism as an increasingly important academic area of investigation.
3. Describe the nature of tourism from a systems perspective.
4. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems.
5. Identify spatial patterns of tourism development at the global, national and local level.
6. Understand the various types of impacts (positive and negative) of tourism in the host community.
7. Appreciate the management dimensions of tourist attractions and other components of the tourism industry.
8. Understand the external factors that impact the tourism industry.
9. Understand the external and internal factors that influence individual's decision to travel.
10. Discuss major tourist market trends and segmentation criteria.
11. Apply basic marketing concepts to the tourism system.
12. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations.
13. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts.
14. Describe the dynamics associated with destination development.
15. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems.
16. Understand the array of career options within the tourism industry.
17. Demonstrate accomplishment of 1-18 on objective examinations.

The above course objectives support the Department of Community Sustainability undergraduate program competencies of critical thinking, systems thinking, economic literacy, and community. Successful completion of this course provides students with the background needed to frame complex problems and address them systemically in order to successfully complete additional courses in the major. 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). In addition, this course supports Michigan State University's Undergraduate Learning Goals of analytical thinking, cultural understanding, and integrated reasoning. More information about MSU's Undergraduate Learning Goals is available at <http://undergrad.msu.edu/msu-goals>.

### **COURSE EXPECTATIONS**

- To learn, challenge, be challenged, have fun, and build relationships
- To strike a balance of actively listening and verbally contributing
- To attend class and remain for its entirety, which includes refraining from loading backpacks until the class time is complete (see Attendance section in Course Policies).
- To purchase the textbook and read it as assigned.
- To read all other assigned readings for the appropriate class
- To be on time. Students who are late show disrespect to their peers and instructor.
- To attend class mentally as well as physically. Students who use their cell phones, text, listen to iPods/MP3 players, work on assignments for other classes or in any other way engage in activities not part of the class, may be asked to leave and will not be given credit for being present for class.
- To complete assignments with honesty and integrity (see the *Academic Integrity* section in Course Policies)

## **COURSE POLICIES**

**Extra Credit** – At the beginning of most classes, an opportunity will be given for students to begin a discussion on a current topic relevant to the course (usually one from a media source). In order to earn extra credit, students must have written up a brief summary and analysis of the issue including how it is relevant to the course and its implications on the field of tourism. Extra credit of 5 points (up to a total of 50 points) will be given for each write-up. Only one extra credit can be submitted per student per class meeting, so plan ahead.

**Class attendance** – Students are expected to attend class and to be on time. Absences will be noted. If you are sick, please stay at home and get better. Though there are no “excused” absences, students are encouraged to notify the instructor beforehand for anticipated absences or email the instructor as soon as possible for unexpected absences. If you miss class it is your responsibility to obtain lecture notes and assignments from a fellow student.

**Participation** – Student participation includes quality of verbal responses, group interaction, comments and questions, as well as attentiveness in class and in all activities.

**Professionalism** – One aim of this class is to develop the skills students need to be successful in a professional setting. Students are expected to show respect to the professor and to one another. This is demonstrated in numerous ways including being on time, giving full attention in class, engaging in discussion and problem-solving, working collaboratively in groups, and taking responsibility for learning the material. Assignments must be neat with no grammatical and spelling errors, and they must indicate a serious effort to do a good job. All students are encouraged to express their points of view and opinions in this class. Disagreement, whether it is with the professor, another student or guest speaker, is a natural part of the learning process and all present can benefit from an informed debate. However, all participants in this class are expected to be respectful of others’ opinions and professional in such discussions. Being respectful, interested, attentive, and participatory will reflect well on your grade.

**Email** – Electronic communication has become a critical tool in our society. For this reason, you will be required to check your **MSU-assigned email** on a daily basis. Throughout the semester, I will be corresponding with students via email and the information in these emails are considered official course communication for which students are responsible. If you regularly check a different email account than your “msu.edu” account, be sure to forward your MSU account to your other account. However, if you email me using such an account, beware that I may not receive it. MSU’s SPAM identification software often tags emails from public accounts as SPAM and I never receive them. For this reason it is recommended that students check their MSU accounts on a daily basis and use this account for all communication with me.

**Assignments** – Because poor presentation can reduce the credibility of otherwise good content, all assignments must be typed / word processed (unless otherwise specified) and presented in a professional manner. Grammar and spelling must be correct on all submitted assignments. Proof your work! If you feel you need assistance in this area, see the instructor or any of a number of university resources so that help can be provided and your grade will not be diminished. Unless approved in advance, I will only accept hard copies of all assignments.

**Communication with Instructor** – You are encouraged to ask questions in and/or outside of class. If you would like to communicate with the instructor anonymously, simply leave an unsigned note in my mailbox in the faculty mailroom (Natural Resources Building Rm. 151). Your suggestions and comments about the class structure, content, and rigor are welcome. You can leave a voice mail or e-mail message for me 24 hours a day. (Phone 432-0295; e-mail mccoleda@msu.edu)

## **COURSE POLICIES (CONT.)**

### ***Accommodations***

If you need accommodations in this class related to a disability or religious holidays, please make an appointment with me to discuss as soon as possible.

### ***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](#), Examinations.

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.

Consistent with MSU's efforts to enhance student learning, foster honesty, and maintain integrity in our academic processes, instructors 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, the instructor 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 requested by the instructor, 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.

## ASSIGNMENTS

### **Exams (10/2, 11/1, & 12/12)**

There will be three exams during the course of this semester. They will include a mixture of multiple choice, matching, and true/false questions. No one will be excused from taking exams at the time scheduled without PRIOR permission of the instructor. If you attempt to contact me and I am not available, it is your responsibility to leave an email message or a phone message with a way to contact you.

### **Personal Travel Reflection (Due: 9/18)**

One of the objectives for this course is to better understand the importance and meaning of tourism in people's lives. For this assignment you will reflect (in 2-3 pages single spaced) on the meaning of tourism in your own life. This assignment has three sections (*Note: the percentages reflect the importance to the assignment not the length of the section*):

1. **Past Trips (20%):** Briefly describe some of your favorite trips you have taken in your life. Where did you go? With whom did you travel? Who (if anyone) did you visit? What sights did you see/activities did you participate in? What was meaningful about these trips?
2. **Future Trips (20%):** Describe (in the same way as the above trips) some of the vacations you hope to take in your lifetime. What do you hope to see and do at these places? Are these similar or different to the trips you have taken in the past? What do you want to do at these places and why is doing them important to you?
3. **Reflection (60%):** Now that you have described some of the travels you've done and hope to do, reflect on the meaning of tourism to you. What benefits do you receive from tourism? What motivates you to travel? What purpose does it serve in your life? (***Note: This section is where your grade will be made or broken. The more thoughtful and introspective you are, the higher your grade will be.***)

### **Advertising Analysis (Due: 11/8)**

For this assignment you should either cut out a tourism related ad in a magazine, or provide a link to a video-based tourism ad online (if you choose the online option, begin the assignment by describing the ad in detail). Your paper should include the following sections (*Note: the percentages reflect the importance to the assignment not the length of the section*):

1. **Messages (40%):** Describe the different messages the ad is communicating. These messages will likely be both obvious and subtle and communicated using, words, music, colors, images, fonts, etc. (Note: most ads communicate many messages). The majority of this section should be focused on the type of experience the ad is suggesting a visitor might have at the destination or attraction.
2. **Audience (20%):** Describe in detail the audience you think is being targeted by this specific ad. Include things such as demographics (age, education level, income, geographic area, etc.), group composition (families, couples, singles, empty nesters, etc.), activity preferences (what do they like to do and at what level of experience?), and anything else that you think is relevant to describe the audience. Consider both the ad itself and where it appeared when thinking about what audience was targeted.
3. **Analysis (40%):** Do you think the ad was successful in communicating its intended messages (remember, you will spend more time analyzing the ad than most people who view it)? Why or why not? Do you think the messages communicated are the right ones to communicate? Why or why not? What other messages would you have communicated and how would you have communicated them? Do the communicated messages match the audience? Explain.

As always, quality is much more important than quantity, but most papers will be 2-3 pages single spaced.

**Tourism Site Visit** *(Due: At any time during the semester, but no later than 11/29)*

At some point over the course of the semester, you must visit a tourism 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 Lansing/East Lansing area, as long as it is somewhere that attracts tourists. During this visit, you should observe enough to write a 2-page (single spaced) paper that addresses the following:

- Describe the site you visited.
- Describe the type of experience visitors have there. How would this experience change for different types of visitors? Where else might visitors have gone to get similar experiences?
- How is this place/event unique? What makes it different from other places?
- What types of amenities and facilities are present to facilitate visitors' experiences?
- What are the likely impacts (positive and negative) to the residents of the surrounding community?
- How does this place promote itself? (What messages does it try to communicate and what means does it use to communicate those messages?)

**COURSE EVALUATION**

Assignments & Grading	Points
Exams (3 worth 200 points each)	600
Personal Travel Reflection	150
Tourism Advertising Analysis	150
Tourism Site Visit	100
Total	1,000

Points	Grade
920 – 1,000 =	4.0
870 – 919 =	3.5
830 – 869 =	3.0
770 – 829 =	2.5
730 – 769 =	2.0
670 – 729 =	1.5
630 – 669 =	1.0
< 600 =	0

**DEFINITION OF GRADES:**

Because much of grading is subjective and every professor is different, I offer the following definitions of grades that will guide my grading decisions:

- 4.0:** Outstanding achievement that significantly exceeds standards.
- 3.0:** Commendable achievement that exceeds standards.
- 2.0:** Acceptable achievement that meets standards in all aspects.
- 1.0:** Achievement that is worthy of credit even though it fails to fully meet the course requirements.
- 0.0:** Failing; and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an incomplete.

CLASS SCHEDULE

\*\*\* Please note that the schedule is likely to change \*\*\*

Readings should be completed by the date in which they appear on the schedule.

DATE	TOPIC	READ	ASSIGNMENT DUE
Th 8/30	Intro to the course		
Tu 9/4	Overview of Tourism	Chapter 1	
Th 9/6	History of Tourism	Chapter 2	
Tu 9/11	Tourism Careers	Chapter 3	
Th 9/13	World, National & Regional	Chapter 4	
Tu 9/18	Passenger Transportation	Chapter 5	<i><b>Personal Travel Reflection</b></i>
Th 9/20	Hospitality and Related Services	Chapter 6	
Tu 9/25	Organizations in the Distribution Process	Chapter 7	
Th 9/27	Attractions, Entertainment & Recreation	Chapter 8	
Tu 10/2	<b>Exam # 1</b>		<i><b>Study for Exam 1 (Chapters 1-8)</b></i>
Th 10/4	Motivation for Pleasure Travel	Chapter 9	
Tu 10/9	Motivation for Pleasure Travel		
Th 10/11	Cultural and International Tourism	Chapter 10	
Tu 10/16	Sociology of Tourism	Chapter 11	
Th 10/18	Tourism Components and Supply	Chapter 12	
Tu 10/23	Tourism Marketing	Chapter 19	
Th 10/25	Tourism Marketing		
Tu 10/30	Measuring and Forecasting Demand	Chapter 13	
Th 11/1	<b>Exam # 2</b>		<i><b>Study for Exam 2 (Chapters 9-13 &amp; 19)</b></i>
Tu 11/6	Tourism's Economic Impact	Chapter 14	
Th 11/8	Tourism and the Environment	Chapter 17	<i><b>Tourism Advertising Analysis</b></i>
Tu 11/13	Tourism Planning, Development, and Social Considerations	Chapter 16	
Th 11/15	Tourism Policy: Structure, Content, and Process	Chapter 15	
Tu 11/20	Travel and Tourism Research	Chapter 18	
Th 11/22	<b>Thanksgiving (No class)</b>		
Tu 11/27	Emerging Issues (social media, P2P, etc.)		
Th 11/29	Tourism's Future	Chapter 20	<i><b>Last Day to Submit Site Visit</b></i>
Tu 12/4	TBD		
Th 12/6	Exam Review and Summary		
Wed 12/12	<b>Exam # 3 -- 5:45 - 7:45 PM</b>		<i><b>Study for Exam 3 (Chapters 14-18 &amp; 20)</b></i>

\*Reading assignment is in advance of class discussion.

If you are interested in becoming a Sustainable Parks, Recreation and Tourism major, see me or our Student Advisor Frances Kaneene at [kaneene@anr.msu.edu](mailto:kaneene@anr.msu.edu).