

# Introduction to Travel and Tourism CSUS 273, section 001

C. L. Eustice

# Introduction to Travel and Tourism CSUS 273, section 001

Spring 2020
Tuesday/Thursday, 10:20 – 11:40 a.m.
001 Natural Resources Building

**INSTRUCTOR:** Dr. Crystal L. Eustice

Department of Community Sustainability

Michigan State University

480 Wilson Road

139 Natural Resources Building

Email: mill1879@msu.edu

**OFFICE HOURS:** Wednesday, 10:00 a.m. to 11:30 a.m., or by appointment

**LOCATION:** Room 001 Natural Resources Building

MEETING TIMES: Tuesday/Thursday, 10:20 – 11:40 a.m.

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.

**MATERIALS:** Required Text: Tourism: The Business of Hospitality and Travel, 6<sup>th</sup> Edition

(2018) by Roy Cook, Cathy Hsu, Lorraine Taylor. Pearson Inc. New York,

NY. ISBN 9780134484488

\*Other readings may be assigned throughout the course of the semester and

will be posted on D2L.

**COURSE OUTCOMES:** By the end of this course, students will be able to:

- 1. Appreciate the historical development of the travel and tourism sector, identifying key factors that influence it's continued development today and into the future;
- 2. Understand the difficulties associated with identifying a single definition of 'tourism,' including related issues associated with the measurement of travel and tourism activity;
- 3. Recognize and describe the nature of tourism from a systems perspective;
- 4. Apply basic theories of travel motivation to understand major tourist market trends and segmentation criteria;
- 5. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems.

- 6. Understand the varying types and functions of tourism organizations and spatial patterns of tourism development at an international, national, regional, and local level;
- 7. Describe the structure, content and process of a typical destination tourism policy, including the relationship between tourism planning and tourism policy;
- 8. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems
- 9. Identify and critically evaluate the positive and negative impacts of tourism on host communities and destinations from economic, environmental, and socio-cultural perspectives.
- 10. Appreciate the management dimensions of tourist attractions and other components of the tourism industry.
- 11. Understand the external factors that impact the tourism industry.
- 12. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts.
- 13. Describe the dynamics associated with destination development.
- 14. Understand the array of career options within the tourism industry.

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 <a href="http://www.csus.msu.edu/undergraduate/sustainability\_core">http://www.csus.msu.edu/undergraduate/sustainability\_core</a>. In addition, this course supports Michigan State University's Undergraduate Learning Goals of analytical thinking and integrated reasoning. More information about MSUs Undergraduate Learning Goals are available at <a href="https://undergrad.msu.edu/programs/learninggoals">https://undergrad.msu.edu/programs/learninggoals</a>.

# COURSE EVALUATION & ASSIGNMENTS

# ASSIGNMENT FORMAT

Assignments will be turned in electronically via D2L. Exams will be taken in person at the schedule time listed. There will be no exam makeups unless prior approval has been given by the instructor.

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

Written papers must adhere to APA format, doubles-spaced, and Times New Roman or Arial (12 font). A running header must include the title of the document. Do **NOT** put your name(s) on your paper. D2L will provide identification of the document. All assignments must be in appropriate file format (.doc, .docx, .pdf, .pptx).

#### **ASSIGNMENTS**

# **D2L Quizzes**

There will be 10 quizzes on D2L throughout the semester. The purpose of each quiz is to encourage students to keep up with the readings, so the quizzes will cover material from the assigned readings. Students may use their books for the quizzes, but the quizzes have a time restriction, so students are recommended to complete the reading *before* beginning the quiz. Only the top 8 quiz scores will be applied toward students' grades. Quizzes will be available for at least 24 hours before the class period on which they are due. All quizzes must be completed BEFORE class on the day they are due (this is indicated on D2L).

# Class Participation – Completed in-class; due date/time varies

To encourage comprehension of the course material, there will be many days that you will complete in-class activities that you will submit for participation via D2L. I encourage all students to bring a laptop/tablet to class in order to complete these activities. You will submit inclass assignment via the appropriate D2L drop box located in the respective Class Folder.

# Personal Travel Reflection – Due Jan. 30

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 on the meaning of tourism in your own life. Quality is more important than quantity, but most papers are around 3-pages double-spaced. 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.)

# **Tourism Case Study – Due April 21**

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 (4-page, double spaced) that addresses the bulleted list below. (Note: the percentages reflect the importance to the assignment not the length of the section):

- Describe the attraction, destination or event that you visited. (10%)
- Identify the types of amenities and facilities that are present at your attraction, destination or event. How do they facilitate visitors' experiences? (20%)
- Explain how visitor experience might vary based on different types of visitors. Be sure to consider travel motivation theories discussed in class. (30%)
- Evaluate the likely impacts (positive and negative) to the residents of the surrounding community. Be sure to consider economic, socio-cultural and environmental impacts. (40%)

# Exams – Feb. 27 and May 1

There will be two exams during the course of this semester (mid-term and final). They will include a mixture of multiple choice, matching, and true/false questions. Although the quizzes are meant to assess whether students conducted the readings, the exams are meant to assess *comprehension* of the concepts covered in the course. No one will be excused from taking exams at the time scheduled without PRIOR permission of the instructor.

Assignment	Points	Due Date
Personal Travel Reflection	100	1/30
Class Participation	100	Variable
Quizzes (Only top 8 count)	400	See course schedule
Tourism Case Study	200	4/21
Exams (each 100 points)	200	2/27 and 5/1

#### **GRADING SCALE**

<u>Grade</u>	<b>Points</b>
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

# CLASS SCHEDULE<sup>1</sup>

#### Week 1 -

- 1 January 07, 2020 Course Introduction & Activity
- 2 January 09, 2020 Overview of Tourism (Read pp.1-8, 14-34; Quiz 1 Due Syllabus)

# Week 2 -

- 3 January 14, 2020 History of Tourism (Read pp 8-14: Quiz 2 Due Ch. 1)
- 4 January 16, 2020 Motivation for Pleasure Travel (Read 35-47)

# Week 3 -

- 5 January 21, 2020 Tourism Segments (Read pp. 47-65; Quiz 3 Due Ch. 2)
- 6 January 23, 2020 Tourism Careers (Reading on D2L; bring laptop/device to class)

# Week 4 -

- 7 January 28, 2020 Tourism Quality (Read pp. 66-76; Presentations)
- 8 January 30, 2020 NO CLASS Finish Reflection (Personal Travel Reflection Due)

# Week 5 -

- 9 February 4, 2020 Customer Service (Read pp. 76-89; Quiz 4 Due Ch. 3)
- 10 February 6, 2020 Bridging Service Suppliers (Read pp. 90-109)

# Week 6 -

- 11 February 11, 2020 Selling Tourism (Read pp. 109-115)
- 12 February 13, 2020 \*Guest Speaker\*

# Week 7 –

- 13 February 18, 2020 Technology and Tourism (Read pp. 116-147; Quiz 5 Due Ch. 4,5)
- 14 February 20, 2020 Impact of Technology on Tourism

# Week 8 -

- 15 February 25, 2020 Exam 1 (Study Chapters 1-5)
- 16 February 27, 2020 Transportation (Read pp. 149-174)

# Spring Break -

- March 3, 2020 \*SPRING BREAK\*
- March 5, 2020 \*SPRING BREAK\*

#### Week 9 -

- 17 March 10, 2020 Accommodations (Read pp. 175-201; Quiz 6 Due Ch. 6,7)
- 18 March 12, 2020 Food & Beverage (Read pp. 202-224)

#### Week 10 -

19 – March 17, 2020 – \*Guest Speaker\* (Read pp. 225-250; Quiz 7 Due – Ch. 8,9)

<sup>&</sup>lt;sup>1</sup> Topics subject to change

20 – March 19, 2020 – Attractions & Entertainment

#### Week 11 -

- 21 March 24, 2020 Destinations (Read pp. 252-277)
- 22 March 26, 2020 Economic Impacts of Tourism (Read pp. 300-313)

#### Week 12 -

- 23 March 31, 2020 Political Impacts of Tourism (Read pp. 313-324; Quiz 8 Due Ch. 10,11)
- 24 April 02, 2020 \*Guest Speaker; Environmental Impacts of Tourism (Read pp. 326-334)

# Week 13 -

- 25 April 07, 2020 Social/Cultural Impacts of Tourism (Read pp. 335-344; Quiz 9 Ch. 12)
- 26 April 09, 2020 Sustaining Benefits (Read pp. 346-366)

# Week 14 -

- 27 April 14, 2020 Over-Tourism (Reading on D2L)
- 28 April 16, 2020 Future of Tourism (Read pp. 368-391)

#### Week 15 -

- 29 April 21, 2020 Future of Tourism (Read pp. 391-412; Quiz 10 Ch. 13,14)
- 30 April 23, 2020 Exam Review & Summary

# Week 16 – Finals Week

31 – May 1, 2020 – Final Exam at 7:45a.m. – 9:45a.m., Natural Resources Bldg., Room 001

# **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.
- Late assignments are NOT accepted unless prior approval has been given by the professor.
- 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:
  - o Questions arising from difficulty in understanding course content.
  - o Requests for feedback about graded assignments.
  - o Private issues appropriate for discussion within the teacher-student relationship.
- Dr. Eustice will **NOT** answer email which:
  - o Poses questions answered within the course D2L site
  - o Poses questions answered in the course syllabus.
  - o Lacks a subject line clearly stating the purpose of the email and the course number (CSUS 273).
  - o Raises an inappropriate subject.
- Dr. Eustice will make every effort to answer email received on a given [week]day no later than 48 hours after received.
- 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.

#### **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 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. This tool will compare each paper you submit to an extensive database of prior publications and papers, providing links to possible matches and a 'similarity score.' Using this tool, I will make a complete assessment and judge the originality of your work. You should submit papers to Dropboxes enabled with Turnitin without identifying information included in the paper (e.g., name or student number).

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. 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 (<a href="https://reg.msu.edu/">https://reg.msu.edu/</a>) under 'Student Services – Grief Absence Request Form' OR to StuInfo (<a href="https://stuinfo.msu.edu/">https://stuinfo.msu.edu/</a>) 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.

# **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 **January 31**. The last day to drop this course with no refund and no grade reported is **February 26**. 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.

# **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.

# **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.

# Mandatory Reporting

Michigan State University is committed to fostering a culture of caring and respect that is free of relationship violence and sexual misconduct, and to ensuring that all affected individuals have access to services. For information on reporting options, confidential advocacy support resources, university policies and procedures, or how to make a difference on campus, visit Title IX website at www.titleix.msu.edu.

# **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.

# **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.