Introduction to Travel and Tourism
CSUS 273, section 001
Spring 2022 – Online

INSTRUCTOR: Dr. Crystal L. Eustice
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OFFICE HOURS: By appointment; email for a Zoom meeting link

LOCATION: Online; D2L

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,* 6th 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 its 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 http://www.csus.msu.edu/undergraduate/sustainability_core. 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 https://undergrad.msu.edu/programs/learninggoals.

COURSE EVALUATION & ASSIGNMENTS

ASSIGNMENT FORMAT
Assignments will be turned in electronically via D2L. Exams will be taken online at the scheduled time listed. ***There will be no quiz/exam makeups unless prior approval has been given by the instructor.***

More than one application/software program (e.g., a Web browser, Microsoft Word, Excel, etc.) may be needed for a given class assignment/activity.

Written papers must be double-spaced, Times New Roman or Arial (12 point font) and adhere to APA formatting for all citations and references. 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).

MODULES & ASSIGNMENTS

Modules
The course is broken down into 15 modules (including the Introduction and Review modules). More information about each module can be found on D2L, but most require activities such as reading a portion of the textbook, watching a video lecture, reviewing slides, application activities, taking a reading/content quiz, etc.

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 mainly cover material from the assigned readings. Students may use their books for the quizzes, but the quizzes have a time

restriction, so it's highly encouraged to complete the reading *before* beginning the quiz. All quizzes must be completed by the due date of the module, which is indicated on D2L. The two lowest scoring quizzes for each student will be dropped.

Personal Travel Reflection Video – Due Jan. 30 by 11:30 p.m.
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 and create a 3-5 minute YouTube video reflection. Quality is more important than quantity, so your video should be **no more than 5 minutes long.** You will upload it to YouTube as "unlisted" and upload the URL into the respective Dropbox in D2L. Place the URL in a Word document and also in the notes part of the Dropbox. This assignment has three sections you need to integrate into your video *(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.*)**

**Due to the asynchronous nature of this course, it can be difficult to gain the benefits of interacting and learning from our peers. To help reinforce the content we will cover throughout the course, we will use Flipgrid to facilitate interaction, reflection, and discussion that would normally occur within the classroom for the Individual Oral Presentations and the Group Employment Poster Project.

Individual Oral Presentation (Flipgrid Video) – Due Feb. 27 by 11:30 p.m.
Everyone will be given a choice of state / region / or county. You will have to learn about their main attractions and tourist sites. Next, in 3 (max. 4) minutes you will have to convince the rest of the class that this destination is their next dream trip ☺. No Powerpoint, just "stand and deliver" to the class. Detailed rubric (and tips on public speaking) will be provided on D2L. But I'll say now…that humor and energy are one of two main components. Detailed assignment instructions and the rubric will be provided on D2L after course drop/adds are finalized (by 1/23/22).

Employment Poster – Due March 20 by 11:30 p.m.
Working in a small group, you will create a poster about a tourism-related employer. It can be a company, an NGO, a government entity, local, regional, or global. A tentative employer list will be provided, but you are welcome to suggest others that you are familiar with (or really willing to explore). Your poster will have to highlight the employer's geographic reach, recruitment criteria, seasonality, and any hiring tips you found during your research. The purpose of the posters is to give you and your classmates a greater understanding and general picture of the tourism industry job market. Each group will upload their poster to a class Flipgrid site (more info on this to come). Detailed assignment instructions and the rubric will be provided on D2L after groups are finalized.

[virtual] Tourism Case Study – Due April 10 by 11:30 p.m.
At some point over the first half of the semester, you must visit a tourist attraction, destination, or event, *either in person or virtually*. 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 3-4 page, double spaced paper* 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%)

Final Exam – May 2 to May 4
For the final exam, students will watch a film that involved travel and will write about ways the movie relates to content from this course. More information will be provided closer to the end of the semester.

Assignment	Points	Due Date
Personal Travel Reflection	100	Jan. 30
Individual Oral Presentation	100	Feb. 27
Employment Poster (group project)	100	March 20
Quizzes (Only top 8 count; 50 pts each)	400	Variable
Tourism Case Study	200	April 10
Tourism Movie Analysis (Final)	100	May 4

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

CLASS SCHEDULE[1]

Module	Topic	Start	Due
1	Syllabus and Intro to Class	1/10/22	1/16/22
2	Introduction to Tourism	1/18/22	1/23/22
3	Travel Motivations	1/24/22	1/30/22
4	Marketing Tourism	1/31/22	2/6/22
5	Customer Service & Tourism Quality	2/7/22	2/13/22
6	Selling Tourism	2/14/22	2/20/22
7	Technology & Tourism	2/21/22	2/27/22
8	Suppliers: Accommodations, Transportation, Food & Beverage	2/28/22	3/6/22
	Spring Break	3/7/22	3/13/22
9	Attractions, Entertainment, Destinations	3/14/22	3/20/22
10	Economic & Political Impacts	3/21/22	3/27/22
11	Environmental, Social, & Cultural Impacts	3/28/22	4/3/22
12	Over-tourism & Sustainability	4/4/22	4/10/22
13	Future of Tourism	4/11/22	4/17/22
14	*Guest Lecture TBD	4/18/22	4/24/22
15	Exam Review & Summary	4/25/22	5/1/22

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).

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[1] Topics subject to change

- 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:
  - 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 within 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 273**).
  - 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 (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.

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 4**. The last day to drop this course with no refund and no grade reported is **March 2**. 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.