

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

Fall 2020

Scheduled Time: Tuesdays and Thursdays, 10:20-11:40 a.m.  
(Most of the course is online - asynchronous)

Instructor: Dr. Dan McCole  
Department: Community Sustainability  
Office: Normally: 304 Natural Resources Building (from home for Fall 2020)  
Phone Number: 517-802-7011  
Email: mccoleda@msu.edu  
Office Hours: Thursdays 10:20 – 11:40 (the normal meeting time of our course). The Zoom info for my office hours are:  
**Meeting ID:** 981 3440 0948  
**Passcode:** CSUS273

If you'd like to talk to me about anything (whether or not it has to do with the course), email me and we'll set up a time to talk via Zoom.

**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: The business of Hospitality and Travel, 6th Edition* (2018) by Roy Cook, Cathy Hsu, and Lorraine Taylor. Pearson Inc. New York, NY. ISBN: 9780134484488
2. Other readings may be assigned throughout the course of the semester and will be posted on D2L.

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** – Students can earn extra credit throughout the semester in one of two ways: posts or responses.

1. **Posts:** Discuss an article you've read in the news (or news video they watched) that is related to tourism. To receive extra credit in this way, you must:
  - Find and read an article that is related to tourism
  - Go to the FlipGrid link for extra credit (on D2L)
  - Describe the article and how it relates to tourism or our course.
2. **Responses:** Respond to another student's FlipGrid about an article that student read. To receive extra credit in this way, you must:
  - Watch another student's post or another student's response to your post.
  - Respond to that post in a way that "advances the conversation in a thoughtful way." In other words, responses like "That's cool." Will not get extra credit.

### **Important Rules:**

- Extra credit of 5 points (up to a total of 50 points) will be given for each post and each *qualifying* response (keep reading to learn what a qualifying response is).
- You may **post** and **respond** as many times as you want, and you will get extra credit for each **post**. However, in order to receive extra credit for a **response**, you must have **posted**. In other words, You will get extra credit for each **post**, but you cannot get credit for more **responses** than **posts**. (Example: Tesnim posts 3 times and responds 8 times. She will get extra credit for all 3 posts, and for 3 of the 8 responses for a total of 30 points of extra credit)

**Late Assignments** – Assignments and quizzes submitted after the deadline will be accepted, however will be subject to a 30% penalty.

**Class Attendance** – This course will have only have a few (as yet to be determined) required class periods via Zoom (at the designated class meeting time: Tu/Th 10:20 – 11:40). Students will be told about the Zoom classes at least a week in advance. These Zoom classes are mandatory unless first cleared by the professor.

**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 timely, 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.

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

**Writing Assignments** – Besides the group project, there is only one writing assignment in this course, the *Personal Travel Reflection*. Because poor presentation can reduce the credibility of otherwise good content, this assignment must be typed/word-processed and well-written. Grammar and spelling must be correct on all submitted assignments. Proof your work! You will be marked down for poor writing. 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.

**Communication with Instructor** – If you wish to speak to me about anything, whether or not it is about the course, please feel free to contact me via email, request a Zoom meeting, or visit my Zoom Office hours (Thursdays from 10:20 – 11:40). The Zoom info for my office hours are:

**Meeting ID:** 981 3440 0948

**Passcode:** CSUS273

### ***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, 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. 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, your assignment may be required to be submitted via 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.

## COURSE STRUCTURE and ASSESSMENTS

### **Modules**

This online course is broken into 13 modules (including the Introduction modules). More information about each module can be found on D2L, but most require reading a portion of the textbook (usually a chapter), watching a video lecture, reviewing slides, watching you tube videos, recording FlipGrid discussion videos, and taking a quiz.

### **Quizzes** (*Due: on each module's due date*)

Each module (including the introduction) will have a quiz, which is intended to be the final activity for each module. The purpose of each quiz is to assess each student's understanding of the material and 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 students are recommended to complete the reading and all other activities in the module. **All quizzes must be completed by the due date of the module**, which is indicated on D2L, but typically Sunday night at midnight. Late quizzes may be allowed with instructor permission, but will receive a 20% penalty, unless waived. **The one lowest scoring quiz for each student will be dropped.**

### **Personal Travel Reflection** (*Due: 9/20 - 11:59 pm*)

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 2-pages single-spaced. All papers must be submitted through D2L. 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.**)

### **FlipGrid Discussions** (*Due: on each module's due date*)

Learning requires reflection. If we were meeting face-to-face, we would have several opportunities to discuss various topics in class. Given the nature of this online class, students will instead articulate their thoughts on a topic and respond to others' thoughts. Each module will have directions for that module's discussion, and a link to the specific FlipGrid topic. FlipGrid discussions will be graded on completing the required number of posts/responses and on the quality of the content. You do not have to sound polished in your videos. I expect lot of "umms" and pauses. These videos are meant to be like discussions in class where you are thinking about the question as you speak. In other words, the quality art of your grade is not the quality of your speaking, but the quality of your thoughts. Just like in class, doing the readings and paying attention to the lectures will improve the quality of your thoughts.

### **Group Project: Plan a Vacation** (*Due: 12/11- 11:59 pm*)

Students will be assigned to groups for this project. Each group will plan a two-week vacation for a specific target market. More information will be shared on D2L, but the project will include such elements as an itinerary, a description of the target market, costs for each element of the package (transportation, lodging, food and beverage, attraction fees, etc.), a price, and promotional materials (brochure or video).

**Movie Analysis (Final Exam) (Due: 12/17- 11:59 pm)**

For the final exam, students will watch a movie that involves 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.

**COURSE EVALUATION**

Assignments	Points
Quizzes (25 pts. each)	300
Personal Travel Reflection	150
Flipgrid Discussions	200
Group Project: Vacation Package	250
Movie Analysis	100
<b>Total</b>	<b>1,000</b>

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 =	0.0

**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.

If you are interested in becoming a Sustainable Parks, Recreation and Tourism major, contact me or one of our student advisors: Dr. Crystal Eustice at [mill1879@msu.edu](mailto:mill1879@msu.edu) or Dr. Mike Everett at [everettm@msu.edu](mailto:everettm@msu.edu)

## MODULE SCHEDULE

<b>Module</b>	<b>Topic</b>	<b>Start</b>	<b>Due</b>
Intro	Syllabus and Intro to Class	9/3/20	9/7/20
1	Introduction to Tourism Industry	9/6/20	9/13/20
2	Travel Motivations	9/14/20	9/20/20
3	Marketing Tourism	9/21/20	9/27/20
4	Customer Service and Tourism Quality	9/28/20	10/4/20
5	Selling Tourism	10/5/20	10/11/20
6	Technology in Tourism	10/12/20	10/18/20
7	Tourism Suppliers ( <i>Transportation; Accommodations; Food &amp; Beverage</i> )	10/19/20	10/25/20
8	Tourism Suppliers ( <i>Attractions, Entertainment, &amp; Destinations</i> )	10/26/20	11/1/20
9	Economic Impact & Government in Tourism	11/2/20	11/8/20
10	Environmental, Social, and Cultural Impacts	11/9/20	11/15/20
11	Tourism and Sustainability	11/16/20	11/22/20
12	Future of Tourism	11/23/20	12/6/20