

CSUS 273
Introduction to Travel and Tourism

Fall 2019
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: 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. 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 by introducing a topic to be discussed briefly at the beginning of most class meetings. To receive extra credit, students must do two things: First, at the beginning of most classes, students will be given an opportunity to raise their hand to briefly describe something they read or experienced related to tourism. The class will then have a brief discussion about that topic. Second, students must write a brief (1-2 paragraphs) summary of the article (with a link, if relevant) and, how it relates to our course. These write ups must be submitted via D2L. Students do not have to have already submitted the write-up before bringing the topic up in class, however, they will not be given extra credit until they complete the write-up. Please note that sometimes, we will not be able to cover a student's topic in class, however they will still receive extra credit if they have completed the write-up and at least tried to raise the topic in class. 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. Kahoot will be used to take attendance and absences will be noted. If you are sick, please stay at home and get better. Though there are no “excused” or “unexcused” 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.

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 – 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.

COURSE POLICIES (CONT.)

Use of technology in the lecture hall: Other than when part of a class activity (e.g. Kahoot quizzes) laptop/tablet use in lectures is not recommended. Using your laptop or tablet to take notes often leads to checking email and social media or browsing the internet. This hinders your learning and has also been shown to distract those around you. Therefore, I highly recommend taking notes on paper. If you choose to use your laptop or tablet in class, please do NOT sit in the first ten rows of the lecture hall. Unless otherwise authorized, NO LAPTOP OR TABLET USE IN THE FIRST 10 ROWS OF THE LECTURE HALL. Also, please keep your cell phones on silent and put away in your bag or pocket unless otherwise directed to do so as part of a class activity

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 for me or send an e-mail 24 hours a day. (Phone 432-0295; e-mail mccoleda@msu.edu)

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.

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).

Exams (10/15, 11/1, & 12/11)

There will be two exams during the course of this semester. 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. If you attempt to contact me and I am not available, it is your responsibility to send an email message with a way to contact you.

Personal Travel Reflection (Due: 9/19)

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. 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.***)

COURSE EVALUATION

Assignments & Grading	Points
Exams (2 worth 250 pts. each)	500
Quizzes (50 pts. each; only top 8 count)	400
Personal Travel Reflection	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 8/29	Intro to the course		
Tu 9/3	Overview of Tourism	pp. 1-8; 14-34	D2L Quiz #1: Syllabus
Th 9/5	History of Tourism	pp. 8-14	D2L Quiz #2: Chapter 1
Tu 9/10	Motivation for Pleasure Travel	pp. 35-47	
Th 9/12	Tourism Segments	pp. 47-65	D2L Quiz #3: Chapter 2
Tu 9/17	Tourism Careers		
Th 9/19	Guest Speaker: Ken Yarsevich (Travel Michigan)		Personal Travel Reflection Due
Tu 9/24	Tourism Quality	pp. 66-76	
Th 9/26	Customer Service	pp. 76-89	D2L Quiz #4: Chapter 3
Tu 10/1	Guest Speaker; Julie Pingston (Lansing Convention and Visitor's Bureau)	pp. 90-109	
Th 10/3	Selling Tourism	pp. 109-115	
Tu 10/8	Technology and Tourism	pp. 116-147	D2L Quiz #5: Chapters 4 & 5
Th 10/10	Impact of Technology on Tourism		
Tu 10/15	Exam #1		Study for Exam 1: (Chapters 1-5)
Th 10/17	Transportation	pp. 149-174	
Tu 10/22	Accommodations	pp.175-201	D2L Quiz #6: Chapters 6 & 7
Th 10/24	Food and Beverage	pp. 202-224	
Tu 10/29	Attractions and Entertainment	pp.225-250	D2L Quiz #7: Chapters 8 & 9
Th 10/31	Destinations	pp. 252-277	
Tu 11/5	Guest Speaker: Mickey McWilliams (Michigan Snowsport Industries Association)		
Th 11/7	Economic Impacts of Tourism	pp. 300-313	
Tu 11/12	Political Impacts of Tourism	pp. 314-324	D2L Quiz #8: Chapters 10 & 11
Th 11/14	Environmental Impacts of Tourism	pp. 326-334	
Tu 11/19	Social/Cultural Impacts of Tourism	pp. 335-344	D2L Quiz #9: Chapter 12
Th 11/21	Sustaining Benefits	pp. 346-366	
Tu 11/26	Over-Tourism		
Th 11/28	Future of Tourism	pp. 368-391	
Tu 12/3	Future of Tourism	pp. 391-412	D2L Quiz #10: Chapters 13 & 14
Th 12/5	Exam Review and Summary		
Wed 12/11	Exam # 2 – 10:00AM - 12:00 PM		Study for Exam 2 (Chapters 6-14)

*Reading assignment is in advance of class discussion.

If you are interested in becoming a Sustainable Parks, Recreation and Tourism major, see me or one of our student advisors: Dr. Crystal Eustice at mill1879@msu.edu; Dr. Mike Everett at everettm@msu.edu or Frances Kaneene at kaneene@anr.msu.edu.