

Tourism Management

Fall 2019

Monday & Wednesday, 3:00 – 4:20 p.m.
109 Olds Hall

- INSTRUCTOR:** Dr. Crystal L. Eustice
Department of Community Sustainability
Michigan State University
480 Wilson Road
- EMAIL:** mill1879@msu.edu
- OFFICE HOURS:** Tuesday, 10:00 to 11:30 a.m. or by appointment
- MEETING TIMES:** Monday & Wednesday, 3:00 – 4:20 p.m.
- COURSE DESCRIPTION:** Tourism as a form of economic and community development. Tourism planning, marketing and management. Tourism and sustainability. An examination of applied research in the tourism field.

TEXTBOOK

Brotherton, B. (2015). Researching hospitality and tourism (2nd ed). Los Angeles, CA: Sage Publications.

SUPPLEMENTAL TEXTS

Milano, C., Cheer, J., & Novelli, M. (2019). Overtourism: Excesses, Discontents and Measures in Travel and Tourism. CABI, 2019.

Godbey, G., & Godbey, G. (2017). The future of leisure, tourism and sport: Navigating change. Urbana, IL: Sagamore Publishing, LLC.

Cronk, B.C. (2017). How to use SPSS: A step-by-step guide to analysis and interpretation (8th ed). New York, NY: Routledge.

**Additional readings will be posted on course website (D2L).*

TECHNOLOGY

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

COURSE LEARNING GOALS

This three-credit class is the capstone course for majors in the Natural Resource-Based Recreation and Tourism (NRT)/Sustainable Parks, Recreation and Tourism (SPRT) programs, though it is open to upper-level students from all departments/majors. During this course, students will explore and integrate the multiple strands of learning in which NRT/SPRT students

have engaged in previous classes here at MSU; for non-NRT/SPRT majors, at least one previous tourism-focused class and/or experience in the tourism industry would be advantageous.

Throughout the course students will:

1. Develop an understanding of the intricacies of the tourism system, and the complexities inherent in the inter-relationships between its entities.
2. Develop a critical awareness of the concept of sustainability, and the manner and extent to which tourism is or can be a sustainable activity and industry.
3. Develop an in-depth knowledge of the positive and negative ways in which economy, society/culture and environment both impact, and are impacted by, tourists and tourism.
4. Develop a more critical approach to the understanding of tourism as a force for development and change.

In addition, each student will learn how to conceptualize and implement a real-world tourism planning/marketing/management project, including the development of a purpose statement; framing of research objectives, questions and/or hypotheses; design of an appropriate data collection method (e.g., surveys, interviews); proposed analysis of those data; presentation of potential findings in text, tabular and/or graphical form; development of possible implications and recommendations; and, delivery of a final report in written and oral form.

MICHIGAN STATE UNIVERSITY LEARNING GOALS

Analytical Thinking: You will learn to critically analyze complex information and problems through courses and experiences at MSU and by applying what you learn both in and out of class.

Cultural Understanding: You will learn to deepen your understanding of global and cultural diversity by interacting with others in and outside our diverse campus community and reflecting on your own culture and that of others.

Effective Citizenship: You will learn to be an effective citizen by engaging in opportunities for involvement both inside and outside the classroom.

Effective Communication: Spartans communicate to diverse audiences using speech, writing, debate, art, music, and other media. You will learn how to communicate effectively through your interactions with peers, faculty, staff, and community members at MSU, your coursework, and your reflection on how you've changed as you progress toward graduation.

Integrated Reasoning: You will learn to make decisions through integrated reasoning by observing the example set by your fellow Spartans—faculty, professional staff, your peers and student leaders, and our 500,000 Spartan alumni—who are advancing knowledge and transforming lives in innumerable ways. MSU provides you with the space and support to make decisions learn from them and use them to inform your values.

COURSE FORMAT

Other than some traditional lecturing early on, the course will consist primarily of student-led discussion based on both the assigned readings and other materials that you might independently identify, review and present, as well as student-focused learning activities (e.g., presentations).

Evaluation/Grading

Reading Quizzes	150 points
Participation	75 points
Mental Models	75 points
Popular Press/Trade Presentation	75 points
Infographic	75 points
Methods Presentation	75 points
Research Proposal (of your choice; in an accepted format)	300 points
Problem statement/objectives (55)	
Literature Review (35) Draft due Oct. 30th (35)	
Methodologies (70)	
Analysis (45)	
Potential Implications (45)	
Professionally compiled report of proposal (15)	
Final Exam	100 points
Final Presentation of Research Proposal	75 points
Total	1000 points

GRADING SCALE

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

IMPORTANT DATES

September 23 Last Day to Drop w/ Refund (8:00 PM)
October 16 Last Day to Drop w/ No Grade (8:00 PM)
December 9 Final Exam: December 9, 3:00 p.m. – 5:00 p.m. (109 Olds Hall)

ASSIGNMENTS/PROJECTS

Participation (75 points)

Throughout the semester there will be exercises completed in class that will need to be submitted. These exercises will reflect your participation in the classroom and you will often submit them as a group. When submitting these files (in-class activities) to the appropriate D2L dropbox, **make sure the names of all *contributing* students in your group are included on the document.**

Reading Quizzes (Individual – 150 points; 25 each) Due – see syllabus class schedule

Your active participation in class is expected and includes having read prior assigned readings BEFORE class and being prepared to engage in activities and class discussion. For this reason, there will be reading quizzes that need to be completed before class for various assigned readings. You will complete quizzes through the D2L course website. **There will be no make-up quizzes without a recognized university excuse.** Technical or other creative excuses will not be accepted.

Mental Models (Individual – 75 points; 25 each) Due Sept. 2, Nov. 4, & Dec. 4 by 11:30 p.m.

Each student will be complete three mental models over the course of the semester. The models should reflect your understanding of the [(un)sustainable] tourism system and related concepts (specific prompts will be given for each model assignment). You will submit a mental model and a short write-up describing your model, to the appropriate D2L drobox.

Popular Press/Trade Presentation (Individual – 75 points)

Throughout the semester, students will summarize, evaluate, and critique published articles relevant to the tourism industry. Students will pick an article to present and will need to provide a copy of the article to the instructor and fellow classmates **one week before** their presentation. This is an opportunity to present to the class an area of tourism that interests you and one that you'd like to learn more about. Articles must be related back to course content and you will need to demonstrate to the class its relevance to the tourism industry. Presentations should be 7-10 minutes in length. *You will sign up for this in class; presentations will take place during the first 10 minutes of class. If you are late you will not receive credit, unless arranged beforehand with the instructor.

Infographic (Group-75 points) Draft due Sept. 29 (35pts) Final due Oct. 9 (40pts) 11:30p.m.

Prepare an infographic representing the [(un)sustainable] tourism topic you selected for your Research Proposal. The infographic assignment is an exercise in demonstrating your ability to comprehend, apply, analyze, synthesize, and evaluate your chosen topic in a visual format. To bring clarity to that demonstration, your infographic should (at the least):

- Briefly communicate why you selected the topic and illustrate your research question and provide some background information on your topic (i.e., can utilize information from your Trend activity).

To strengthen your infographics message you can incorporate outside sources, but make sure to include references. Please be creative with this infographic and make it look visually appealing. This is an exercise in both deeply engaging information and designing a concise handout that you might use if you were doing a presentation at a conference, industry meeting, workshop, etc. about your work/research. In addition to submission of your infographic, you will also submit a short description of the target audience for your infographic (~ one paragraph).

Methods Presentation (Group – 75 points) Due Oct. 16 by 12 noon

As a researcher, whether in academia or industry, it is critically important to have a broad understanding of the variety of methods available to us as practitioners, researchers, and consultants. In order to help you grasp the breadth of methods, students will form small groups and will present their assigned method to the class. Be sure to include all relevant components of

the method, as well as an example of it being applied within a tourism context (you will need to look outside of the course readings for this).

Team Research Proposal (Group – 350 points) Due Dec. 5 by 11:30 p.m.

As we learn the course content you will be applying your knowledge to a research proposal of your choosing. Your group is self-selected and together you will select a tourism focused research topic that interests all of your group members. Groups must be at least 3 students and no more than 5 students. Together, you will (1) develop a problem statement/objectives/research questions; (2) review literature relevant to your project and write a review; (3) Identify appropriate method and how you would implement accordingly; (4) Present how you plan to analyze and present findings; and (5) Include expected conclusions, implications, and future research suggestions. Conclusion of this project will include a final written report and a final project presentation.

Final Presentation of Research Project (Group – 75 points) Due Dec. 2 and 4

Your team will prepare an appropriate presentation on your research project. Your team presentation should be roughly 20 minutes in length (scheduled for Dec. 2nd and 4th). Each team member must participate in the presentation. Each class member will evaluate each group’s project and provide constructive feedback.

Final Exam (Individual – 100 points) December 9

As a way of reinforcing course content and its application to the tourism industry there will be a final exam. Content to be included on the exam will be drawn from course readings, as well as class discussions, quizzes, and presentations/lectures.

Class Outline

Week 1 – Welcome	
Class 1 – Aug. 28	Course introduction; syllabus review activity; student profile sheet; review key aspects/elements of the global tourism industry and the tourism system. READINGS: (1) US Travel Answer Sheet; (2) 2019’s Top Travel Trends; Resource: https://www.ustravel.org/research
Week 2 – Sustainable Tourism & Change	
Class 2 – Sept. 2	Labor Day - No Class. **Mental Model 1 Due by 11:30 p.m.
Class 3 – Sept. 4	Group activity/discussions; Develop & bring 3 discussion questions based on the Godbey readings. READINGS: (1) Godbey & Godbey, Section 3 and 4 (D2L)
Week 3 – Sustainable Tourism & Trends	
Class 4 – Sept. 9	Pop Press Presentation; Small group discussion/activity (<i>bring laptop/electronic device</i>) READINGS: (1) Brotherton - Chapter 1; Quiz
Class 5 – Sept. 11	Pop Press Presentation; In-class Trend activity (<i>bring laptop/electronic device</i>); Proposal Topic activity

Week 4 – Project Proposals Intro	
Class 6 – Sept. 16	Guest Speaker ; Small group activity READINGS: Brotherton – Chapter 2; Quiz
Class 7 – Sept. 18	Pop Press Presentation READINGS: Brotherton – Chapter 3; Quiz Complete MSU IRB Human Research Protection Training, submit certificate of completion via D2L on Friday, Sept. 27 by 11:59pm
Week 5 – Research Proposal and Plan	
Class 8 – Sept. 23	Pop Press Presentation; Infographic Class activity READINGS: Chapter 3 continued
Class 9 – Sept. 25	Meet at the Business Library – Room 22 Secondary data sources/why and how is it valuable
Week 6 – Research & Theory	
Class 10 – Sept. 30	Pop Press Presentation; Present Infographic ; Project Proposal work
Class 11 – Oct. 2	Pop Press Presentation; Group work activity (<i>bring laptop/electronic device</i>); READINGS: (1) Brotherton Chapter 4; Quiz
Week 7 – Research/proposal design	
Class 12 – Oct. 7	Pop Press Presentation; In-class activity (<i>bring laptop/device</i>) READINGS: (1) Brotherton Chapter 5 Quiz
Class 13 – Oct. 9	Pop Press Presentation; Present revised infographic; Group work
Week 8 – Research Methods	
Class 14 – Oct. 14	Pop Press Presentation; Class Discussion; Activity (<i>Methods</i>) READINGS: (1) Brotherton Chapter 6
Class 15 – Oct. 16	Pop Press Presentation; Methods Presentations; Feedback/Group Work
Week 9 –	
Class 16 – Oct. 21	Guest Speaker - TBD
Class 17 – Oct. 23	No Class – Work on Literature Review *Draft due Oct. 30th
Week 10 – Data & Sampling Practices	
Class 18 – Oct. 28	Pop Press Presentation; Group activity; READINGS: (1) Brotherton Chapter 7
Class 19 – Oct. 30	Pop Press Presentation; In-class activity

	READINGS: Brotherton Chapter 8
Week 11 – Analysis	
Class 20 – Nov. 4	Pop Press Presentation; Class activity; Mental Model 2 Due READINGS: (1) Brotherton chapter 9
Class 21 – Nov. 6	Pop Press Presentation; Project proposal group work; Provide professor project progress report by end of class
Week 12 – Analysis	
Class 22 – Nov. 11	Pop Press Presentation; Class activity READING: (1) Brotherton chapter 10
Class 23 – Nov. 13	Pop Press Presentation; Project Groups - Meet with Professor
Week 13 – Conclusions & Implications	
Class 24 – Nov. 18	Pop Press Presentation; Class activity, Focus on potential findings and implications READINGS: Brotherton chapter 11 Quiz
Class 25 – Nov. 20	Pop Press Presentation; Project proposal group work; provide professor progress report by end of class
Week 14 – Communicating & Disseminating Research Findings	
Class 26 – Nov. 25	The Trip Doctor activity <i>Bring your laptop/electronic device AND earplugs/headphones.</i>
Class 27 – Nov. 27	Pop Press Presentation; Proposal project work time; Focus on findings and implications; Start presentation;
Week 15 – Project Presentations	
Class 28 – Dec. 2	Project Presentations
Class 29 – Dec. 4	Project Presentations (Mental Model 3 Due Dec. 4; Proposal Reports Due Dec. 5)
Final Exam – Dec. 9, 3:00 – 5:00 p.m. (109 Olds Hall)	

LATE ASSIGNMENTS

Assignments are due at the time and on the date stated in the class outline and in the assignment guidelines. Late assignments will not be accepted other than with prior permission from the instructor or a recognized university excuse. Technical or other creative excuses will not be accepted.

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 474. 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.

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. Please 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.

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.

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 1**. The last day to drop this course with no refund and no grade reported is **February 27**. You should immediately make a copy of your amended schedule to verify you have added or dropped this course.

INTERNET

Some professional journals will not consider a submission for publication if the article has appeared on the Internet. Please notify your instructor in writing if you do not want your course papers posted to the course Web site

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.

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.

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.
- 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 in the course information sections of 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 474**).
 - Raises an inappropriate subject.
- Dr. Eustice will make every effort to answer email received on a given day no later than close of work on the next workday (Monday – Friday). Weekend emails will be addressed on Monday.
- 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.

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.

OTHER RESOURCES FOR ASSIGNMENTS

Please note: *Wikipedia and other personal websites are NOT always reliable sources of information for assignments. Please use Wikipedia and personal websites with care; websites ending in .gov and .org are typically more reliable.*

Books at Main Library

- Gunn, C.A. (1994). *Tourism planning: Basics, concepts, cases*. Washington, DC: Taylor & Francis.
- Gunn, C.A. with Var, T. (2002). *Tourism planning: Basics, concepts, cases*. New York: Routledge.
- Herremans, I.M. (2006). *Cases in sustainable tourism: An experiential approach to making decisions*. New York: Haworth Hospitality Press.
- Jauhari, V. (2008). *Global cases on hospitality industry*. New York: Haworth Press.
- O'Halloran, R.M., Jarvis, K., & Allen-Chabot, A. (2006). *Cases in hospitality and tourism management*. Upper Saddle River: Pearson/Prentice Hall.
- Mason, P. (2008). *Tourism impacts, planning and management*. Amsterdam/Boson: Elsevier/Butterworth Heinemann, 2008.

On-line Resources

MSU online journals - <http://libguides.lib.msu.edu/eresources/ejournals>

Gast Business Library - <https://lib.msu.edu/bus/>

MSU Databases - <http://libguides.lib.msu.edu/eresources/databases> (suggest JSTOR & ProQuest)

Suggested Journals

Annals of Tourism Research
Current Issues in Tourism
Journal of Environmental Management
Journal of Leisure Research
Journal of Sustainable Tourism
Tourism Management
Tourism Geographies
Tourism Analysis
Journal of Travel Research

Magazines

National Geographic Traveler
Travel and Leisure
Condé Nast Traveler

Travel and Place Related Websites

CIA World Factbook - <https://www.cia.gov/library/publications/resources/the-world-factbook/>

U.S. Department of State - <https://www.state.gov/travel/>

Lonely Planet - <https://www.lonelyplanet.com>

Rough Guides - <https://www.roughguides.com>