

PRINCIPLES OF TRAVEL AND TOURISM

RECL/HSPM 156: Spring 2008

Wednesday 6:00-8:45 pm

Boccardo Business Center 225

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Required Text

- Mill, R. C. and Morrison, A. M. (2006). The Tourism System. (5th Ed.). Dubuque, Iowa. Kendall/Hunt Publishing Company.

Catalog Description

Examination of travel and tourism as it relates to tourist motivations, hospitality and destination management. The impact of tourism on the physical, cultural and economic environment.

Course Objectives

- To define the phenomenon of tourism, and develop an understanding of the terms and concepts in the field of travel and tourism.
- To identify factors influencing the demand for travel and tourism.
- To explain the need to plan, develop, and manage tourism so as to maximize its benefits while minimizing its negative impacts on the social, cultural, physical and economic environments.
- To explore contemporary issues in travel and tourism.
- To provide students an opportunity to practically explore issues related to a travel and tourism destination of their choice.
- To help students understand the cultural background of a destination that is essential in planning successful marketing strategies.
- To help students understand examples of how cultures influence tourist behavior and decision making.
- This course is based on a multi-disciplinary perspective, drawing on disciplines such as anthropology, history, culture, geography, political science and sociology.

Method of Instruction

My teaching philosophy is to encourage students to be reflexive, and my importance is not on teaching as something a professor does alone but on two-way learning as something we do together. I want students to learn essential principles of tourism from each other and enjoy. My goal in this course is to challenge students to learn about the tourism phenomenon, and the concepts and definitions of the essential cultural components that promote tourism. Instruction in the course will rely primarily on lectures, discussion, readings and case studies.

Attendance and Participation

Students are expected to attend all classes. Class attendance will not only improve the students' chances of success on the assignments, but also on the job upon graduation. Students are expected to come to class having read the assignment for that day and prepared to participate in class discussion on that topic. Also, some class meetings will involve doing some sort of practical analysis in class (e.g., studying tourism brochures, or analysis of a country's tourism web site).

Assignments

Students will be given assignments that involve applying the material covered in class. There will be a research paper. Also, there will be two (2) exams – mid-term and final.

Research Paper. The research paper will carry a maximum of 100 points, and will enable students to apply course material to problems pertinent to the tourism industry.

Mid-term Exam. The mid term exam will carry a maximum of 100 points. The exam will consist of around 6-8 short essay type questions (not multiple-choice or true-false).

Final Exam. The final exam will carry a maximum of 100 points, and will be all inclusive. The exam will consist of 8-10 short essay type questions (not multiple-choice or true-false).

There is no make-up exam.

Grading Scheme

| | |
|-------------------------|-------------|
| Participation in Class: | 20% |
| Research Paper: | 20% |
| Mid-term Exam: | 25% |
| Final Exam: | <u>35%</u> |
| | <u>100%</u> |

Grading Scale

A+ = 96.5-100%

A = 92.5-96.4%

A- = 89.5-92.4%

B+ = 86.5-89.4%

B = 82.5-86.4%

B- = 79.5-82.4%

C+ = 76.5%-79.4%

C = 72.5%-76.4%

C- = 69.5%-72.4%

D+ = 66.5%-69.4%

D = 62.5%-66.4%

D- = 59.5%-62.4%

F = <59.5%

COURSE SCHEDULE

| Dates | Topics of Discussion | Readings |
|--------------|---|--------------------------|
| Jan 23 | Introduction The Tourism Phenomenon Overview of the Tourism System Historical Development of Tourism | Introduction |
| Jan 30 | Destination Planning, Development and Controlling Tourism The Destination Mix | Chapter 1 |
| Feb 6 | The Impacts of Tourism The Social & Cultural Impacts of Tourism | Chapter 2 |
| Feb 13 | The Social & Cultural Impacts of Tourism | Chapter 2 |
| Feb 20 | The Economic Impacts of Tourism | Chapter 2 |
| Feb 27 | The Environmental Impacts of Tourism | Chapter 2 |
| Mar 5 | Sustainable Tourism Development | Chapters 5 and 6 |
| Mar 12 | Tourism Marketing and Promotion Tourism Marketing Tourism Promotion Marketing Countries as Tourism Destinations | |
| Mar 19 | Mid-term Exam | |
| Mar 26 | Spring Break | |
| Apr 2 | The Distribution Mix in Tourism Forces Shaping Tourism | Chapter 9 Chapter 10 |
| Apr 9 | Tourist Motivations Destination Image | Chapter 11 Chapter 12 |
| Apr 16 | Tourism and Mobility | Scholarly articles |
| Apr 23 | Gender and Tourism Research Paper Due | Scholarly articles |
| Apr 30 | Heritage Tourism Nostalgia and Tourism | Scholarly articles |
| May 7 | Discussions | |
| May 15 | Final Exam | All inclusive |

* Schedule may change at the discretion of the instructor. Any changes will be communicated to students in as timely a manner as possible.

Academic Integrity

Students are expected to be familiar with the University's Academic Integrity Policy. Please review this at http://sa.sjsu.edu/student_conduct. "Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical development."

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. "If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity policy F06-1 requires approval of instructors."

Americans with Disabilities Act

"If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with the DRC (Disability Resource Center) to establish a record of their disability." Special accommodations for exams require ample notice to the testing office and must be submitted to the instructor well in advance of the exam date.