

**GEOG 3100**  
**Introduction to Tourism**  
**Fall 2009**

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**COURSE DESCRIPTION:** 3 units of credit

This introductory course provides students with an overview of the tourism industry and the factors which influence its structure and development. It examines tourism as a human experience, a social-cultural phenomenon, an industry, and a policy and research field. Examples will be drawn from many parts of the world. The course will involve classroom instruction, discussions of assigned readings, individual assignments and group projects. The class will typically follow a lecture format with a brief group presentation at the end of each session. Audio-visual materials will be used to supplement the lectures. Guest speakers may also be invited for some sessions.

**OBJECTIVES:**

This course is designed to:

1. Introduce the basic concepts and principles relevant to tourism.
2. Provide an overview of the various sectors of tourism.
3. Introduce key theories and models used to understand tourism.
4. Assess the local, national and international significance of the tourism industry.
5. Identify contemporary issues as they relate to tourism.
6. Foster a *critical awareness* of the benefits and challenges that arise from tourism development.
7. Introduce ways to address some of the challenges and issues presented by tourism development.
8. Encourage you to think about your role in tourism – as a tourist, as someone who works in the industry, as a policymaker, and as a researcher.

**REQUIRED TEXT:**

Goeldner, C.R. and Ritchie, J.R. (2008) **Tourism: Principles, Practices, Philosophies** (11th edition), New Jersey: John Wiley and Sons.

Note: Additional readings will be provided in class or through emails.

**RECOMMEND TEXT:**

Hall, C.M. and Pages, S. (2006). **The Geography of Tourism and Recreation: environment, place and space**. New York: Routledge.

Smith, V. and Brent, M. (2001). **Hosts and Guests Revisited: Tourism Issues of the 21st Century**. New York: Cognizant Communication Corp.

Wall, G. and Mathieson, A. (2006). **Tourism: Change, impacts and opportunities**. Harlow: Pearson Education Limited.

## EVALUATION:

Class Attendance/Exercises:	20%
Short Papers:	
#1	10%
Presentation	5%
#2	10%
Presentation	5%
Exams	
# 1	15%
# 2	15%
Final Project:	
Paper	10%
Presentation	10%
 Total:	 100%

All grades will be assigned using the following scale:

A	92.5 – 100	C	72.5 – 78
BA	88 – 92.5	DC	68 – 72.5
B	82.5 – 88	D	60 – 68
CB	78 – 82.5	E	<60

## ASSIGNMENTS:

### (1). Class Attendance/Exercises (20%)

In-class exercises will be announced and conducted on a random basis over the course of the semester. Ten class exercises will be recorded and each is worth 2 points.

### (2). Short paper I: paper (10%) and presentation (5%)

Select a well-known tourist destination (eg. a country, area or city) and identify what you believe to be the three major issues in tourism development facing that destination in the early 21st century. You should carefully cite the references that you used as a basis for your paper. Your final paper should be about 3 pages in length, double-spaced typewritten (12 point font, word-processed). Each student will be asked to make an 8 minute presentation to the class concerning their essay topic on Sep. 28 when the paper is due at the beginning of class. There are 2 minutes for questions and comments following each presentation. Paper must be presented in an academic essay format. There should be a separate final page including the list of references you used. **Proofread carefully** (you will be marked down for spelling, grammatical errors, etc.). The presentation should be based on the paper, with power point slides, graphs or tables to present details and/or illustrate what is found. A ppt file should be provided to the instructor for evaluation before or after the class.

### (3). Short paper II: paper (10%) and presentation (5%)

A written review/synthesis of the literature in some area of interest to you. Choose an article published in the last 10 years from academic tourism journals. Topic areas may include, but are not limited to: tourism planning, marketing, destination image, tourists' motivations, sustainable development, cultural tourism, and ecotourism. The paper should include applications as well as theory. The paper should include 3 pages, not

more than 4 pages (typed and double spaced in 12 point type). Each participant will be asked to make an 8 minute presentation to the class concerning their essay topic on **Nov. 2**. Paper must be presented in an academic essay format and proofread carefully. A presentation ppt file should be provided to the instructor for evaluation before or after the class.

**(4). Final Project: paper (10%) and presentation (10%)**

The final project will consist of a 20-minute group presentation plus a four-page group paper. Two-student teams must be developed for the project. In-class presentation of the project will be arranged near the end of the semester when the paper is due. Topics for the project will be provided in class. Selection of topics is due on Monday (Sep. 21). Presentation schedule and evaluation guidelines of presentations and papers will be provided in class. A presentation ppt file should be provided to the instructor for evaluation before or after the class.

**(5). Exams: (30%)**

There are two compulsory exams in this course. Students are required to be present to write the examination. Exams will be in the form of true/false, multiple-choice, and short answer questions. Exam questions will be drawn from text, lectures, videos, additional readings and handouts. There will be **NO make-up examinations**.

**Requirements, Grade Penalties and Special Considerations:**

- ✓ **Class attendance is mandatory and expected of all students.** Maximum two absences may be excused. Penalties will be applied to more than two absences and two points will be docked from the overall grade per absence. **Students are responsible for making up class exercises missed due to excused absence from class.** Each student is expected to actively contribute to the class discussion both as called on by the instructor and on a voluntary basis.
- ✓ **Missed exams:** No student will be excused from taking an exam unless they have prior permission from the instructor or a written medical excuse.
- ✓ **Readability and Clarity:** Students are expected to present well-organized and properly written work. Penalties of up to 25% may be applied in cases where readability and/or clarity are inadequate. Correct spelling, punctuation, and grammar are essential.
- ✓ **Format for written assignments:** Double-spaced; Times New Roman font size 12; 1” margins on all four sides of the page; pages named, numbered and stapled.
- ✓ **Computer Use:** Assignments must be completed using a computer. Assignments may not be accepted if a computer is not used.
- ✓ **Late assignments:** Assignments are due during the class period on the assigned date unless otherwise noted. Assignments must be turned in on time. Failure to do so without a legitimate excuse will result in loss of 10% of the total score per day late (including weekends). A student's assignment more than 7 days late will not be accepted and a grade of zero will be recorded for that assignment. These penalties may only be avoided with prior permission from the instructor or a written medical excuse. Technical or other creative excuses will not be accepted. Assignments are due at the beginning of class (meaning - don't cut class to finish assignments). Assignments will be graded and returned within 2 weeks of their due date.

- ✓ **Policy on Plagiarism: Detection of any form of cheating or plagiarism on any exam or assignment in this course will result in an automatic score of zero.** To avoid problems of plagiarism in written assignments, be sure to reference all materials referred to in the proper manner. This includes (1) Placing all direct quotes (word-for-word copying of several words, sentences or entire paragraphs) in quotation marks followed by a reference in brackets acknowledging author, year, and page number, e.g., (Nicholls, 2003, p. 1).  
(2) Acknowledging the author and year (Nicholls, 2003) of any materials you paraphrase or take major ideas from.
- ✓ **Avoidance of Academic Offense:** You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate (pp. 274-276) [Graduate (pp. 25-27)] Catalog that pertains to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.
- ✓ **Disabilities:** Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact Ms. Beth Denhartigh at 387-2116 or email [beth.denhartigh@wmich.edu](mailto:beth.denhartigh@wmich.edu) at the beginning of the semester. A disability determination must be made by that office before any accommodations are provided by the instructor.

### **Library Assistance:**

For assistance in locating articles, books and additional reference materials relevant to this class contact Michael McDonnell, Library Liaison to the Geography Department.  
Phone: (387)7-5208, [Michael.McDonnell@wmich.edu](mailto:Michael.McDonnell@wmich.edu), Room 2030, Second Floor, Waldo Library.

### **Referencing/Citation:**

This course requires students to use a single standard referencing system for all papers and assignments. The format is the APA (American Psychological Association) style. The complete style outline can be found in the **Publication Manual of the American Psychological Association**. A brief summary of the citation style can also be found in Section VII of The Ready Reference Handbook. On the web you can find some other quick references at the following URLs.

APA Essentials - <http://www.vanguard.edu/psychology/apa.html>

Format - <http://www.english.uiuc.edu/cws/wworkshop/bibliography/apa/apamenu.htm>

APA Crib Sheet - <http://www.wooster.edu/psychology/apa-crib.html>

Citing Electronic References - <http://www.apa.org/journals/webref.html#Email>

Frequently asked Questions - <http://www.apa.org/journals/faq.html>

### **Proposed Schedule:**

This outline provides a general guide to the major topics which we will be covering in this course and required readings. If additional time is needed to cover certain topics, adjustments will be made to the schedule.

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading</b>	<b>Assignment</b>
<b>1</b>	Sep. 9	Course introduction	Chapter 1	

<b>2</b>	Sep. 14, 16	Tourism overview; What is tourism? Why study tourism? The history of tourism	Chapter 1, 2	
<b>3</b>	Sep. 21, 23	Motivation for travel Who are tourists? What are their needs and expectations?	Chapter 9	Selection of topics is due on Sep. 21
<b>4</b>	Sep. 28, 30	Tourism destination: What makes a destination attractive? What is the role of the place? Of the people?	Supplemental	Short paper #1 due on Sep. 28
<b>5</b>	Oct. 5, 7	Sectors of tourism: (1) Transportation; (2) Accommodation, Food and Beverage (3) Attractions & Events	Chapter 5, 6	
<b>6</b>	Oct. 12, 14	Sectors of tourism: (4) Travel Trade; (5) Tourism Services	Chapter 7	Exam #1 on Oct. 12
<b>7</b>	Oct. 19, 21	Types of Tourism: Nature-based tourism and cultural tourism	Chapter 10, 12	
<b>8</b>	Oct. 26, 28	Tourism organizations	Chapter 4	
<b>9</b>	Nov. 2, 4	Issues and trends in tourism	Chapter 17	Short paper #2 due on Nov. 2
<b>10</b>	Nov. 9, 11	Issues and trends in tourism	Chapter 11, 14	
<b>11</b>	Nov. 16, 18	Course review & wrap up Future of tourism	Chapter 20	
<b>12</b>	Nov. 23, 25	Exam and project preparation		Exam #2 on Nov. 23
<b>13</b>	Nov. 30 Dec. 2	Project presentation		Project paper due
<b>14</b>	Dec. 7, 9	Project presentation		Project paper due