

**HOTEL, RESTAURANT, TOURISM MANAGEMENT 280
FOUNDATIONS OF TOURISM**

BULLETIN INFORMATION

HRTM 280 – Foundations of Tourism (3 credit hours)

Course Description:

Basic introduction to the social science of tourism in the US and the world, including definitional issues, motivations for travel, factors influencing demand-side and supply-side growth, the tourism product, market segmentation and marketing, socioeconomic, and ecological impacts, and destination life cycle dynamics.

SAMPLE COURSE OVERVIEW

Welcome to Foundations of Tourism. This course is a survey of tourism sciences in a global context. The course is designed to introduce you to the social science aspects of tourism from a general system's perspective using sociology of tourism, psychology of tourism, tourism economics, tourism geography and destination planning and policy as parts of the system. Using theories and methods from these social science fields, problems faced by tourism developers, host communities and businesses will be analyzed and conclusions drawn by applying sustainability principles. Students will become acquainted with the economic, environmental and socio-cultural impacts tourism has on communities around the world. What makes tourism possible and how tourism can become an important factor in wealth creation of any nation will be explored from a global perspective. For those of you who are not majors in HRTM, it may provide you with a new perspective on what it means to be involved in the international tourism industry. It may even inspire you to change majors! Please ask any of the HRTM faculty if you would like to obtain additional information about the HRTM program at the University of South Carolina.

ITEMIZED LEARNING OUTCOMES

Upon successful completion of HRTM 280 students will be able to:

1. Identify the components of the tourism system, understand and explain the positive and negative impacts of tourism in host communities around the world and the implications of them in managing destinations.
2. Provide a sound basis of understanding of the psychological, economic, sociological and geographical dimensions of tourism.
3. Critically analyze social, cultural, and economic problems created by tourism and offer solutions to mitigate these adverse effects.
4. Identify and apply psychological motivations and consumer behavior associated with those motives in assessing tourism marketing campaigns and plans.
5. Write a state-of-the-art research paper that critically reviews and analyzes social, cultural and environmental impacts of tourism in an international context.

6. Define and identify the problems and opportunities, costs and benefits associated with tourism development
7. Demonstrate writing ability and conceptual skills in a report that compares international destinations and cultures in terms of how they tackle the problems and issues caused by tourism, tourism infrastructure, tourism intermediaries, tourism services and travel modes. By answering the questions like what is to be traveling in other countries students will be exposed to other cultures.
8. Demonstrate how macro and micro economic principles can be used to understand, forecast and solve the economic problems of the tourism micro systems (e.g., pricing of rooms, airfare, attractions, public goods, and the environmental resources).
9. Demonstrate a basic understanding of how socio-cultural diversity of tourists influence decision-making and management of the impacts of tourism and shapes tourism industry
10. Demonstrate ability to appreciate international tourism's potential to foster world peace and intercultural understanding.

SAMPLE REQUIRED TEXTS/SUGGESTED READINGS/MATERIALS

1. *Tourism: Principles, Practices, Philosophies* (2012). 12th edition or the newest edition, by C. R. Goeldner, J.R. Ritchie and R. McIntosh. John Wiley & Sons, Inc. New York.
2. Christie-Mill, R. & Morrison, A.M., The Tourism System - 3rd Edition (Prentice-Hall Inc.: Englewood Cliffs, NJ), 1998.
3. *Supplementary Readings (on reserve/reference in Thomas Cooper Library as well as Blackboard)*
4. ADDITIONAL READINGS:
 - a. Class 2: #1 - Recreation Canada, Is There A Future for Public Sector Parks and Recreation?
 - b. Class7: #2 - Naisbitt, J., "Travel: Globalization of the World's Largest Industry" in Global Paradox: The Bigger The World Economy, The More Powerful Its Smallest Players.
 - c. Class 9: #3 - Pearce, P.L., "The Psychology of Tourism" in VNR's Encyclopaedia of Hospitality and Tourism.
 - d. Class 11: #4 - Weir, K., "Ecotourism is Popular - But is it Populist? And Will it Save the World?" in The Annual Review of Travel.
 - e. Class 12: #5 - Cockerell, N., "The Changing Role of International Travel and Tourism Organizations" in Travel & Tourism Analyst, No. 5, 1994.
 - f. Class 17: #6 - Jones, C.B., Applications of Database Marketing in the Tourism Industry, Paper No. 1, PATA Occasional Paper Series.
 - g. Class 22: #7 - Cooper, C., "The Destination Life Cycle: An Update" in Tourism-The State of the Art.
 - h. Class 22: #8 - Ritchie, J.R.B., "Beacons of Light in an Expanding Universe: An Assessment of the State-of-the-Art in Tourism Marketing/Marketing Research", 2006
 - i. Class 23: #9 - Bull, A., "The Balance of Tourism Payments" in The Economics of Travel and Tourism, 2nd Edition, 2005.

- j. Class 14: #10 - Anderson, D.J. and Morrison, A.M., Cities: The New Heart of Tourism, 1994.
- k. Class 25: #11 - Rubin, K., "Breaking In" in Flying High in Travel: A Complete Guide to Careers in the Travel Industry, 1992.

SAMPLE ASSIGNMENTS AND/OR EXAMS

1. **Quizzes and the final exam:** There will be two (2) tests and one final exam. These will be a mixture of multiple choice, matching, true/false or short answers. THE FINAL EXAM WILL COVER ALL MATERIAL COVERED IN THE COURSE.
 - a. Test details to be provided separately. The quizzes can be made up only by presenting a written medical excuse or evidence of a family emergency.
2. **Book review or review of a tourism/hospitality organization:** The review should be a maximum of five pages, double-spaced (details to be provided separately). Reports submitted after the due date will be penalized with the loss of a grade (i.e. A- to B+) for each day late.
3. **Two-Pager-Evaluation/Assessment of Video-Clips:** Students will view at least one video clip from four topical areas above and write-up a critical analysis of the video clips by relating the subject back to the appropriate readings and discussions in the class. Students must provide a summary of the clip, define and analyze the problem(s) presented, offer at least two alternative solutions to the problems based on the readings and class discussions in an essay format. To perfectly do this, they are to organize the critique as follows:
 - a. There are no absolute rights or wrongs for many of these evaluations as conceptual skills develop over time and additional classes. However, we do adhere to the following principles in grading.
 - b. Demonstration of effective writing skills
 - i. Using supporting evidence
 - ii. The logic used
 - iii. Organization, logic and flow of thoughts (Hint: Include: a title, subtitle(s), transitions between paragraphs etc.)
 - iv. Effective exhibition of relationships posited in the clips.
 - v. Demonstration of sufficient understanding of social science theories from which parallels shall be drawn and applied to the video-clips presented.
 - vi. Quality of presentation - spelling, neatness, format, grammar, corrects form of citation and so on.
 - vii. And, all this must be done within two-single spaced page using 11 times roman font.
 - c. Note: Overall, you will provide a total of 4 video-clip critiques
4. **Tourism Book Review or Organization Review:** You have an option to review either a book or organization of their choosing, providing that the book/organization has relevance to the tourism and hospitality industry and relates to some aspects of sociology, psychology, economics, anthropology or ecological aspects of tourism. Grades

will be based on the critical assessment and analysis of the book or organization.
Suggested formats are as follows:

a. Book Review:

i. Contents Summary –

1. Basic book facts (i.e.: title, author, year published, number of pages, ISBN number, other descriptive qualities) ; Author(s) background and qualifications.
2. Brief overview of book chapters
3. Book subject: what is the author trying to communicate?
4. Assessment: whether you agree or disagree with the author and why? Conclusions drawn
5. If you cannot see a title/topic you like, please ask your instructor (me) for a more detailed list of available books.

ii. Suggested Books:

1. *Sustainable tourism: a marketing perspective* Victor T.C. Middleton with Rebecca Hawkins. 1998
2. *Tourism promotion and power: creating images, creating identities* Nigel Morgan and Annette Pritchard. 1998
3. *The tourism system: an introductory text* Robert Christie Mill, Alastair M. Morrison.
4. *Women as producers and consumers of tourism in developing regions*, Westport, Conn.: Praeger, 2001.
5. *Sustainable Marketing of Cultural and Heritage Tourism* by Deepak Chhabra
6. *Economics of Sustainable Tourism*, by Fabio Cerina, Anil Markandya, Michael McAleer
7. *Religion and tourism : crossroads, destinations, and encounters /* Michael Stausberg, Milton Park, Abingdon,
8. *Research methods for leisure, recreation, and tourism* by E. Sirakaya-Turk, 2011
9. *Health tourism: social welfare through international trade* by Reisman, David A. Cheltenham

b. Organization Review:

i. Contents Summary –

1. Basic overview of the company (i.e.: mandate, vision, mission, structure)
2. Role played within the tourism field
3. Unique qualities of the organization/Critical Success Factors
4. Challenges, Opportunities (SWOT)
5. Recommendations/Observations (e.g.: for success, limitations they might face, etc.)

6. *Note:* you may opt to narrow the scope of the review and select a specific business area; for example: marketing approach, tourism policies

5. **TERM PROJECTS:** You have the opportunity to choose one of the three term project options (see below). These are to be completed individually (no group work required in this course). Possible projects include:

a. **OPTION 1:** Comparative Analysis of Tourism Impacts in Communities around the World

- i. You have the opportunity to choose one of the three following topics among *tourism industry's impact* in a country or series of countries, and write a 9-15 pages professional paper for your final term project. There are a few examples posted from the relevant literature on blackboard under *Course Documents*, as well as a detailed guide for each of the projects and how they will be graded.
 1. Comparative Analysis of Tourism's Environmental Impacts—ecological impacts (on balance of life and natural resources). You could even compare different communities and countries in terms of impacts.
 2. Comparative Analysis of Sociological and/or cultural impact of tourism on communities around the world.
 3. Comparative Analysis of Tourism's economic feasibility and economic impact on different parts of the world.
 4. To correctly do this project, you will have to read and synthesize literature on tourism's social, cultural or environmental impacts using social science theory and methods. We expect at least 15 refereed tourism papers in your references from social science tourism journals like the *Annals of Tourism Research*, *Tourism Management*, *Tourism Analysis*, and *Journal of Sustainable Tourism*. If for some reason you cannot find tourism impact studies done/published related to your site/country, still evaluate the site you have chosen in relation to the readings you have done. For example, if you cannot find a social impact study done about Germany, you may choose to read/synthesize social impact studies done elsewhere in Austria/Switzerland but draw parallels, comparisons and conclusions regarding your choice of the country.
 5. Based on my previous experience the finished document should be 9-15 pages in length, double spaced, (and 11 point times-roman font). This may not include the cover page, reference pages or any appendices like maps and photos, but keep these to only those which are necessary and directly referenced in your paper.

6. Overall, the project should have a *very professional* look to it. You want to impress your most important client and your professor, of course! Color is nice (but not required), along with crisp, clean tables, photos, maps, and figures.
7. Paper Presentation (50 points):
 - a. Presentation length will be determined when the number of persons in the class, however presentations are expected to be between 15 to 20 minutes. 2. The presentation will report on your research. 3. Presentation will be evaluated on content, communication of information, creativity and presentation style.

b. OPTION 2: Traditional Research Paper:

- i. Each student is expected to write a theoretically-based, state of the art research paper examining and reviewing a selected area of tourism research. This paper should combine and synthesize existing research from tourism, the related professional area (e.g., marketing, consumer behavior), and the underlying theoretical discipline (e.g., psychology). In other words, this is a more traditional end-of-semester paper that is a response to a research questions that has been agreed upon between the professor and the student prior to development.

VIDEO CLIPS AND CRITIQUES

<u>Videos</u>	<u>Narrative/Guidance for Written Assessment</u>
1	Identify the importance and impacts of tourism in a state.
2	Assess negative environmental, social and economic impacts of mass tourism and offer solutions
3	Understand the importance of ancient world's attractions in World geography and tourism
4	Understand the importance of transportation in a tourism system.
5	Understand processes involved in making tourism work for a community; Alaskans are eager to get tourists off the boats and onto the land.
6	Understand the effect of internet and how Liberty Travel (one of many agencies) survives despite recession.
7	Get face to face with Caribbean reef sharks in this underwater adventure. Understand how marine life is used in promotion of ecotourism.

- 8 Define and understand how markets sellers/buyers work in world tourism market. In Fez marketplaces (Morocco), prices are not fixed and buyers and sellers must bargain. This clip shows the importance of small informal tourism businesses to the health of overall tourism industry.
- 9 Washington Irving's tale gives a tourism boost to Sleepy Hollow, N.Y.
- 10 Behavioral analysis of tourists
- 11 Univ. of Hong Kong reporter finds a new way to experience Cambodia. Illustrate the role of tourism in intercultural understanding.
- 12 Imagine what tourism can do? Apply the principles of tourism to the betterment of poor indigenous populations.
- 13 Sociology of tourism: negative social impacts of tourism
- 14 The sex trade: the dark side of tourism in Brazil. Define the problem of sexual exploitation of women/children and offer solutions to policy makers.
- 15 Lessons to be learned from a badly developed tourism in Cancun, Mexico. Based on what you saw, would you still go to Cancun for vacation?
- 16 Sustainable tourism, pro-poor tourism, green tourism
- 17 Tourists are drawn to East Timor's unspoiled natural beauty and variety of marine life, while the government works to establish an infrastructure to handle tourism without damaging the environment. Assess impacts/offer solutions.
- 18 Rising tourism in Grand Canyon National Park. Tourists ride mules and talk about their visits, while park officials comment about possible negative effects of having so many visitors.
- 19 How can you draw parallels for tourism regions, destinations and industries? How can a tourism destination be competitive?

SAMPLE COURSE OUTLINE WITH TIMELINE OF TOPICS, READINGS/ASSIGNMENTS, EXAMS/PROJECTS

Class 1: Syllabus Day=Course Introduction

Class 2: Tourism in Perspective
Goeldner (2011) Chap 2, Reading #1, Video #1 & #2

- Class 3:** Tourism through the Ages
Goeldner (2011) Chap 1, 12, Video #3
- Class 4:** Review & Guest Lecture: Hospitality and Related Services
- Class 5:** World, National, Regional & Other Organizations
Goeldner (2011) Chap 4
- Class 6:** Passenger Transportation
Organizations in the Distribution Process
Goeldner (2011) Chap 5 Video #4 & 5
- Class 7:** Models of Leisure and Tourism Systems/
Leisure and Tourism in the Community
Goeldner (2011) Chap 6
Reading #2
- Class 8:** Review & Guest Lecture: Attractions, Recreation, Entertainment and Other
Goeldner (2011) Chap 7, Video #6
- Class 9:** TEST 1 and Leisure/Travel Motivation & Behaviour
Goeldner (2011) Chap 9
Reading #3, Video #11
- Class 10:** Review & Guest Lecture: Adventure Travel
- Class 11:** Cultural and International Tourism for Life's Enrichment
Goeldner (2011) Chap 10, 11, 16, Reading #4, Videos #12-17
- Class 12:** Sociology of Tourism/Tourism Geography
Goeldner (2011) Chap 4
Reading #5
- Class 13:** Video
- Class 14:** Review & Guest Lecture: Destination Marketing
Goeldner (2011), Reading #10,
- Class 15:** Tourism Destination Management
- Class 16:** Goeldner (2011) Chap 8, Video #7
- Class 17:** Tourism Marketing
Goeldner (2011) Chap 19

Reading #6

- Class 18:** Review and Guest Lecture: Conventions
Book Review or Organization Review Due
- Class 19:** TEST 2 Tourism Marketing
Goeldner (2011) Chap 19
Reading #7, Video #20
- Class 20:** Review and Guest Lecture: Transportation
Tp chap 5Goeldner (2011)
- Class 21:** Tourism Promotion
- Class 22:** Tourism Policy & Planning/ Research, Statistics and Trends
Goeldner (2011) chap 15, 16, 20
Reading #8 & #9
- Class 23:** Tourism Economics and Impacts
Goeldner (2011) chap 13, 14
Reading #10
- Class 24:** Tourism and the Environment
Goeldner (2011) chap 17, Video #18
- Class 25:** Review & Guest Lecture: Tourism Careers/Training
- Class 26:** The Tourism Professional and Career Opportunities & Strategies
Goeldner (2011) chap 3
Reading #11
- Class 27:** Future Trends/Final Review

FINAL EXAM according to university exam schedule