University of Florida
Department of Tourism, Hospitality and Event Management

# LEI 3301 Principles of Travel and Tourism

University of Florida Online

Fall 2024

**Instructor:** Dr. Heather Gibson

**Office:** 190C Florida Gym
**Office Phone:** 352-294-1649
**E-mail** hgibson@hhp.ufl.edu

**Teaching Assistant: Dahye Jung**
**Office**: FLG 206D
**Office Phone:** 352-294-1675
**Email dahyejung@ufl.edu**

**Department Chair:** Dr. Rachel Fu
racheljuichifu@ufl.edu (352) 294-1661

**Office Hours: Dr. Gibson: Wednesday 2-5pm; Friday 2-3 pm.** Please send me an e-mail in advance so that we can set up a time to meet. The Zoom link is:
https://ufl.zoom.us/j/98832843304?pwd=WXAvuftMB2QMsMgNe5FS9X26abXxvu.1

**Class meets:** 100% online

**Required Text:** Goeldner, C., & Ritchie, J. R. B., (2011). *Tourism: Principles, Practices, Philosophies*. New York: NY, John Wiley & Sons. Twelfth Edition.

**Course Description:** This class will provide students with an overview of the travel and tourism industry. Course content will cover historical, behavioral, societal, and business aspects of travel and tourism.

**Course Objectives:**
1. Identify the major components of the travel and tourism industry and links with hospitality and events.
2. Recognize key historical developments and their relationship to travel and tourism today.
3. Classify different types of tourism and explain behavioral patterns using concepts from social science.
4. Identify positive and negative impacts of tourism for communities and effective mitigation through policy and planning.
5. Apply triple bottom line thinking to sustainable tourism paying attention to socio-cultural, environmental and economic impacts.
6. Outline the basics of demand analysis, economic impact and marketing and their application to tourism, hospitality and events.
7. Recognize future trends in the travel and tourism industry.

**Course Content:**

| Week and Date | Module | Unit and Topic | Reading |
|---|---|---|---|
| **Week One Aug 22nd -25th** | Module 1 Foundations of Tourism | Unit 1 – What is travel and tourism? | Chapter 1 |
| **Week Two Aug 26h - Sept 1st** | Module 1 Foundations of Tourism | Unit 2 - History of Travel and Tourism **Discussion 1 due** | Chapter 2 |
| **Week Three Sept 2nd – 8th (Labor Day)** | Module 2 Industry Components | Unit 1 – Transportation Modes | Chapter 5 |
| **Week Four Sept 9th – 15th** | Module 2 Industry Components | Unit 2 – Hospitality Overview **Group project contract due Wednesday September 11th 11.59 pm** | Chapter 6 |
| **Week Five Sept 16th – 22nd** | Module 2 Industry Components | Unit 3 – Attractions **Discussion 2 due** | Chapter 8 |
| **Week Six September 23rd-29th** | Module 3 Understanding tourists and tourism | Unit 1 - Impacts of tourism on host communities | Chapter 11 |
| **Week Seven Sept 30th – Oct 6th** | Module 3 Understanding tourists and tourism | Unit 2 – Different types of tourists & factors affecting choice  Group Project Presentation video due **Thursday October 3rd** by 11.59pm  Individual reviews and identification of favorite video due **Sunday October 6th** by 11.59pm | Chapter 11  Mid semester group project Due |
| **Week Eight Oct 7th – 13th** | Module 3 Understanding tourists and tourism | Unit 3 - Tourism and Motivation: Push and Pull Factors | Chapter 9 & 10 |
| **Week Nine Oct 14th – 20th (Homecoming)** | Module 4 Mitigating Tourism's Challenges | Unit 1 -Tourism Policy & Planning | Chapters 15 & 16 |

| Week Ten Oct 21st – 27<sup>th</sup> | Module 4 Mitigating Tourism's Challenges | Unit 2 - Environment and Sustainability **Discussion 3 due** | Chapter 17 |
|---|---|---|---|
| **Week Eleven Oct 28<sup>th</sup> – Nov 3rd** | Module 5 Managing Tourism | Unit 1 - Measuring Demand | Chapter 13 |
| **Week Twelve Nov 4<sup>th</sup> - 10<sup>th</sup>** | Module 5 Managing Tourism | Unit 2 - Understanding Economics & Economic Impact | Chapter 14 |
| **Week Thirteen Nov 11<sup>th</sup> – 17<sup>th</sup> (Veteran's Day)** | Module 5 Managing Tourism | Unit 3 - Basics of Marketing  Bio-Sketch Assignment Due Sunday Nov 17<sup>th</sup> **11.59pm** | Chapter 19 |
| **Week Fourteen Nov 18<sup>th</sup> – 24<sup>th</sup>** | Module 6 The Future | Unit 1: The Future: Where do we go from Here? **Quiz this week** | Chapter 20 |
| **Week Fifteen Nov 25<sup>h</sup> – Dec 1<sup>st</sup> (Thanksgiving)** | | **Break Week – Happy Thanksgiving** | |
| **Week Sixteen Dec 2nd– 4<sup>th</sup>** | Module 6 | Unit 2: The Future: Where do we go from Here? **2 open-ended questions due** | Chapter 20 |

**Assignments and Grading:**

**1. Weekly Lecture-based Quizzes**            **35%**

We have 15 weeks of lectures and for each week (except Thanksgiving week and week 16), there is a quiz. All of the quizzes are 10 multiple choice and true/false questions. You will have 20 minutes to complete the quiz. The quiz is open-book. Each quiz has a maximum of 10 points.

**2. Discussion Board Participation**            **15%**

- We have three content-based discussions spread over the semester and one end of the semester short answer discussion post. These discussion boards are used to address an issue or question related to the lectures for that particular week. Participating in the discussion involves you writing **100-150 words** by Thursday(11.59pm) of the week the discussion is due. Please **cite the lectures, the textbook, and other relevant sources to support your arguments, <u>both</u> in your original post <u>and</u> in your responses to other students (this is part of your 10 points for your post)**.

- **By Sunday at 11.59pm** on the week the discussion is due, please provide substantive responses to at least two other student's posts **(5 points)**. You will not be able to respond until you have posted your response to the original discussion question.  See Tips sheet for writing a comprehensive post at the end of this syllabus. You should read textbook and review any of the optional resources as well as draw upon the lecture materials in preparing your post and responding to other students' posts.

Your discussion post can be completed any time during the week but must be completed by **Thursday evening (11:59 pm)** of the week in which they are due. You must then respond to <u>AT LEAST two other students' posts</u> in your group by **Sunday evening (11:59 pm)**. Please contact me if you have questions/concerns about what is required.

This semester there is a new un-graded exercise for those of you interested in knowing more about a topic. It is called **Theory into Practice** and gets you to think about how the concepts we have been talking about in the lectures can be applied to real world situations and issues.

**3. Mid-Semester: Group Presentation Video Project                 25%**

Before you begin working as a group, please create a Google Docs drive for your project materials. Please upload the group contract to this drive and discuss with each other the expectations you have for working as a group. Please **come to an agreement** and **sign the contract and upload it to Canvas by Wednesday September 11th at 11.59pm.**

Your task as a group will be to explore overtourism, to critically evaluate its causes and to draw upon principles of tourism planning, policy, responsible tourism, sustainability and other relevant concepts to suggest solutions. Outside research for relevant sources as well as looking ahead to topics we are yet to cover this semester is encouraged.

**1.** Before you begin working as a group, please revisit your group contract and review what you agreed on at the start of the semester.

2. Watch the video Crowded Out and as a group identify a destination suffering from Overtourism. You may choose Barcelona of Venice, but you are also encouraged to explore another destination.

**Video link:** https://www.responsibletravel.com/copy/overtourism-documentary

3. Your task is to create a video presentation between 6-7 minutes long (Maximum length is 7 minutes) addressing the following information: **You do not need to follow the order listed below, but the following topics should be addressed. <u>This will necessitate working as a team rather than dividing up the topics and working individually.</u>**

1. Where is your destination and describe how it is suffering from overtourism? Here you are advised to include a definition of overtourism, statistics and facts that demonstrate overtourism has occurred, and what issues the destination is facing.
2. What factors globally have contributed to the development of overtourism?
3. Are there any solutions to overtourism both for your destination and globally?

4. After exploring the issues, contributing factors, and potential solutions to overtourism, how do you envision the future of tourism for your destination? What key actions should be taken by governments, businesses, tourists, and residents to ensure a sustainable and balanced tourism industry moving forward?"

5. Make sure your presentation includes a conclusion i.e., bring your presentation to a close.

4. Create a 6–7-minute video presentation addressing the above topics and other information relevant to the issue. Please do not create a presentation that merely answers the topics one by one. **Be creative and integrate analysis and facts to explore overtourism generally and specifically in your chosen destination.** Support your ideas with facts and citations. There are some sources listed below, but there are many more out there to explore. **The maximum length for the video is 7 minutes. All group members must speak and appear on camera.** Use PowerPoint to create your slides and zoom to record your group presentation (if you wish to use other software you can but it needs to be high quality and accessible i.e. We need to be able to play it). In your video, be informative and creative. Integrate facts to support your ideas, include citations to support facts on your slides.

**Presentation Instructions:**

(i). Create a group presentation using PowerPoint or a similar software.

(ii). Zoom is likely the most accessible recording software and I will provide the instructions for Zoom. If your group prefers to use another software to record your video, please make sure it is accessible and of high quality. If using Zoom or another software have one student show and plays the slides the whole time using shared screen feature, other students take turns to talk. (See instructions on recording a Zoom presentation). Please make sure **every group member speaks during the presentation and is on camera**.

5. One person from each group is responsible for uploading the group's video to the discussion board by T**hursday October 3ʳᵈ 11.59 pm**. Please **save your file with your group number** e.g., Group 3 video.

**6.** Review two presentations from the other groups and comment on these presentations in the Discussion Board. Focus on ideas and content. Please post your comments by **Sunday October 6ᵗʰ 11.59pm.**

**4. Final Assignment: One-page Professional Bio-Sheet with Interview of Industry Manager/Supervisor                                                                      25%**

You will be creating a one-page bio-sheet about an industry professional. The assignment requires that you interview your chosen professional and then create the bio-sheet based on the information you acquired during your interview.

**1. Getting Started**
- Choose a tourism-related agency e.g., attraction, hotel, event, park etc. Arrange an interview with an employee who holds a managerial/supervisory position (i.e. not wait staff, life-guards, front desk clerks etc.) at the tourism-related agency.

- If you are not sure if your interviewee is tourism- related, please ask me, <u>before</u> you go ahead with the interview. A typical guideline is that 80% or above of their client-base are tourists; or there are seasonal patterns of 80% or above of tourists as clients?

- Please contact your potential interviewee a few weeks in advance of the assignment due date. Include a few examples of your interview questions in your email. Make sure you tell them you are a student at the University of Florida and the interview is an assignment for your class. You may use the phone or Zoom (or equivalent) to conduct your interview. Please ask permission to record the interview.

## 2. Interview Topics

### a. **Information about your interviewee**
In this part of the interview, please ask your interviewee about their agency and their job position in the agency. What does a typical day look like? What are they responsible for? Please ask them about their educational background and how they got their job. Did they need any special certifications? Please ask to talk about an innovation or initiative they have implemented at their agency. Ask them about the biggest challenges they have faced in their current role, and how they addressed them.

### b. **Future Predictions**
Please ask them about their future predictions for their agency and for tourism in general. What do they see in terms of trends or specific initiatives over the next year or so?

### c. **Career Advice**
Please ask them what career advice they would have for you? Education and knowledge they feel you should have? Professional associations they might suggestion you join?

### d. **Professional Photo**
Please ask them for a professional photo that you might use for your assignment.

## 3. **Creation of your bio-sheet**

You are required to <u>create a one-page bio sheet</u> containing the following information:

a. Name, position title and agency.
b. Professional photo.
c. Information about your interviewee i.e. job responsibilities, educational background etc.
d. Future predictions –agency and tourism in general.
e. Career advice

Be creative in your format and display of information. There are many software options with templates you might consider. PowerPoint is one option as is Canva. https://www.canva.com

Please <u>save your bio-sheet as a PDF</u> and upload to Canvas by **Sunday November 17th 11.59pm.**

**Make-up Policy for LEI 3301:** Quizzes/projects/discussions/portraits **must be completed** at **scheduled times as per syllabus**. No late assignments will be accepted, except those due to

circumstances consistent with UF policies that can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx
Please contact me **in advance of deadlines** to request any deviations from course schedule.

**Grading Information**

The UF grading system is used for this class.  This grading scale includes minus grades. More details can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

**Grading Scale:**

| | |
|---|---|
| A | 92 - 100% |
| A- | 90 - 91.99% |
| B+ | 87 - 89.99% |
| B | 82 - 86.99% |
| B- | 80 - 81.99% |
| C+ | 77 - 79.99% |
| C | 72 - 76.9 % |
| C- | 70 - 71.99% |
| D+ | 67 - 69.9 % |
| D | 62 - 66.9 % |
| D- | 60 – 61.99% |
| E | below 59.99 % |

**Class Policies and Procedures – Please read carefully.**

1. **I do not give extra credit**.  If you are not performing well on assignments, please talk to me is too late (i.e., before the last week of classes) and get individualized help.
2. **I expect every member of the class to uphold the Honor Code:** *We, the members of the University of Florida community pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

**ChatGPT and other AI Composition Applications**
Collaboration with ChatGPT or other AI composition software is not permitted in this course.

**The use of generative AI tools (e.g., ChatGPT, Dall-e, etc.) is permitted for:**
- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts.
- Checking grammar and style.

**The use of AI is *not* permitted for:**
- Impersonating you on discussion boards
Writing sentences, paragraphs, or papers to complete assignments

**Course Accessibility.** Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting https://disability.ufl.edu/students/get-started/ It is important <u>for students to share their accommodation letter with their instructor and discuss their access needs</u>, as early as possible in the semester.

**Course Evaluation**. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/ Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/

**Health and Wellbeing:** Your well-being is important to UF. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for another and to reach out for help is a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at (352) 392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to Victim Advocates, Housing Staff and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 911.

**It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class.** If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.

**You may also change your "Display Name" in Canvas**. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

## Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam

- Microphone

- Broadband connection to the Internet and related equipment (Cable/DSL modem)

- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review prior to the start of their program.

## Minimum Technical Skills

To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.

## Privacy and Accessibility Policies

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)

  - [Privacy Policy](#)

  - [Accessibility Links to an external site.](#)

- Sonic Foundry (Mediasite Streaming Video Player)

  - [Privacy Policy (Links to an external site.)](#)

  - [Accessibility (Links to an external site.)](#)

- PlayPosit

  - [Privacy Policy (Links to an external site.)](#)

  - [Accessibility (Links to an external site.)](#)

- YouTube (Google)

  - [Privacy Policy (Links to an external site.)](#)

  - [Accessibility](#)

## Technical Difficulties

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- [http://helpdesk.ufl.edu (Links to an external site.)](http://helpdesk.ufl.edu)

- (352) 392-HELP (4357)

- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

## Academic and Student Support

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services career.ufl.edu/ (Links to an external site.).

- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. cms.uflib.ufl.edu/ask (Links to an external site.)

- **Teaching Center:** 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/ (Links to an external site.)

- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: ufl.edu/writing-studio/