

University of Florida
Department of Tourism, Hospitality and Event Management

LEI 3301 Principles of Travel and Tourism

Fall 2024

Instructor: Dr. Heather Gibson

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

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

Syllabus Located on Canvas LEI 3301 & HHP Syllabus page

Office Hours: Dr. Gibson: Wednesday 2-5 pm; Friday 2 – 3 pm. Please send me an e-mail in advance so that we can set up a time to meet. We can meet in person in FLG 190c or via Zoom.

Class meets: Period 6 MWF 12.50-1.40 pm FLG 210

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

Readings: Canvas under Files tab. Relevant industry and academic readings are posted. Read according to the topic we are covering in class.

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 | Section | Topic | Assignments and Due Dates | Reading |
|--|------------------------------------|--|--|--|
| Week One & Two Aug 22 – 30th | Foundations of Tourism | What is travel and tourism? | | Chapter 1 Background Chapter 4 |
| Week Three Sept 2nd-6th (Sept 2nd Labor Day no class) | Foundations of Tourism | History of Travel and Tourism | | Chapter 2 |
| Week Four Sept 9th – 13th | Industry Components | Transportation Modes | Group contract due Friday Sept 13th | Chapter 5 Chapter 12 provides background on the industry components |
| Week Five Sept 16th-20th | Industry Components | Hospitality Overview | | Chapter 6 |
| Week Six Sept 23rd-27th | Industry Components | Attractions | | Chapter 8 |
| Week Seven Sept 30th – Oct 4th | Understanding tourists and tourism | Impacts of tourism on host communities | | Chapter 11 |
| Week Eight Oct 7th -11th | Understanding tourists and tourism | Different types of tourists & factors affecting choice | Mid-Semester Group Project Due Friday October 11th by 11.59 pm | Chapter 11 |
| Week Nine Oct 14th – 18th (Oct 18th Homecoming no class) | Understanding tourists and tourism | Tourism and Motivation: Push and Pull Factors | | Chapter 9 & 10 |

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|---|---------------------------------------|---|--|--------------------|
| Week Ten October 21-25th | Mitigating Tourism's Challenges | Environment and Sustainability | | Chapter 17 |
| Week Eleven – October 28th – Nov 1st | Mitigating Tourism's Challenges | Tourism Policy & Planning | | Chapter 15 & 16 |
| Week Twelve Nov 4th- 8th | Managing Tourism | Measuring Demand | | Chapters 13 |
| Week Thirteen Nov 11th – 15th (Nov 11th Veteran's Day - no class) | Managing Tourism | Understanding Economics & Economic Impact | | Chapter 14 |
| Week Fourteen Nov 18th- 22nd | Managing Tourism | Basics of Economics | Monday November 18th Bio Sketches Due by 11.59pm | Chapter 19 |
| Week Fifteen Nov 25th – 29th Thanksgiving – no classes | | Break Week! | | |
| Week Sixteen Dec 2nd- 4th | Managing Tourism | The Future: Where do we go from Here | Exam 3 Dec 4th | Chapter 20 |
| | | | | |

** It is likely that we will take a little longer to go through some topics than others. I will keep you updated in class and on Canvas as to what we are talking about and which chapters we are reading per week.

Optional Reading:

Careers in Travel and Tourism

Chapt. 3

Organizations in the distribution process

Chapt. 7

Travel and Tourism Research

Chapt. 18

Assignments and Grading:

A. Exams

50%

1. Exam 1 Chapt: 1, 2, 4, 5, 6, 8, 12, class material and posted readings

2. **Exam 2** Chapt: 9, 10, 11, 17, class material and posted readings
3. **Exam 3** Chapt: 13, 14, 15, 16, 19, 20, class material and posted readings

The dates of Exams 1 and 2 will be announced one week before the exam will be taken. As we finish the chapters 8 and 17 you can be sure that an exam is forthcoming! The key to success is regular class attendance so that you do not miss important announcements and material not covered in the chapters. **Exam 3** will be held on the last day of class **Wednesday December 4th**. It is not a final exam and is not cumulative and is part of the progressive assessment for this class, and therefore satisfies the conditions for a test on the last day of class.

Exams will take place during our class period and will be hosted on Canvas. **Exams are open note.** More details will follow before each exam.

B. Mid-Semester: Group Presentation Video Project

20%

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 or Venice, but you are also encouraged to explore another destination.

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

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. This will necessitate working as a team rather than dividing up the topics and working individually.**

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.
3. 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.**

4. Please designate **one group member to upload your video to Canvas by Thursday October 11th by 11.59 pm.** Please remember to include your group number and your names on your title slide. **Please save your video using your group number** e.g., Group 3 video or something similar.

C. 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, before 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 suggest 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 create a **one-page bio sheet** 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 save your one-page bio-sheet as a PDF and upload to Canvas by Friday November 18th by 11.59pm

D. Participation in Class, Lectures, chats & other in class discussions. 5%

Participation: Throughout the semester we expect you to attend class regularly and to participate in lectures by asking questions and responding to our questions. In accordance with UF policies <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. **We will take attendance in class.** If you are unable to attend class, please email me in advance if you are unable to attend for a valid reason e.g., illness or UF-related absence. **Participation is based on attendance, taking part in class activities such as discussions, asking and answering questions, guest speakers and other forms of class involvement.**

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 % |

Make-up Policy for LEI 3301: Exams/projects/discussions **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: [Attendance Policies < University of Florida \(ufl.edu\)](#)

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Attendance Policies < University of Florida \(ufl.edu\)](#)

Please contact me **in advance of deadlines** to request any deviations from course schedule.

Grade Overview LEI 3301 Fall 2024

1. Exams 50%

Exam 1 Chapts: 1, 2, 4, 5, 6, 8, 12 class material and additional readings

Exam 2 Chapts: 9, 10, 11, 17 class material and additional readings

Exam 3 Chapts: 13, 14, 15, 16, 19, 20, class material and additional readings

2. Mid Semester Group Project 20%

Grading Rubric for Group Presentation

Presentation style: e.g., clarity of presentation; quality of presentation; creativity 5 pts

Content – e.g., degree to which questions were answered; integration of sources – class material, text, video and other. 15 pts

Total Points 20 pts

3. Professional Bio-Sheet 25%

Grading Rubric

Presentation and Format 10 pts

At face value, what does the bio-sheet look like? Is it clear? Is it attractive? How creative is the formatting and layout? How well did you work with your interview material to communicate it concisely and attractively?

Content and information on Interviewee 5 pts

How informative is the narrative on the interviewee? Does it contain information about job role, educational background, initiatives etc.?

Future Predictions 5 pts

From your interview identify one prediction for the future of their agency and one for the future of tourism.

Career Advice 5pts

What did they tell you to focus on?

Total Points 25 pts

4. Participation in Class Discussions, Lectures, chats, etc. 5%

Participation – Assigned at the end of the semester. Based on attendance and contributions to class e.g., questions answered, feedback provided; questions asked etc. **Attendance means being physically present in class and signing in prior to leaving the classroom.**

UF attendance policy [Attendance Policies < University of Florida \(ufl.edu\)](#)

Total points 5 pts

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 up hold the Honor Code:** “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”* The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.
3. As a courtesy to me, and your fellow class members, **please silence cell phones** and place in your bag while in class. **I would also prefer you to use a notebook to take notes, it helps you remember the material better....scientific studies have shown this!**

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 for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. **Please arrange to meet with me so that we can discuss your accommodations and I know what you need.**

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/>

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.

In-Class Recording: • Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other

purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student

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 if 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.

Additional Resources you may find helpful

Academics & Study Habits

[Free Knack Tutoring](#) (Student Success Initiative)

[Teaching Center](#) (CLAS)

Balance

[LinkedIn Learning Courses](#) (LinkedIn)

[Time Management Resources](#) (GatorWell)

Careers & Employment

[Career Planning Services & Events](#) (C3)

[Career Planning Hub in Canvas](#) (C3)

[Success Coaching](#) (Student Success Initiative)

Emotional Health & Stress

[Mindfulness Resources](#) (CWC)

[Semester-Long Group Counseling](#) (CWC)

[Stress Resources](#) (GatorWell)

[Well-Being](#) (Student Success Initiative)

Finances

[Budgeting & Finance Tools](#) (SFA)

[College Scholarships](#) (HHP)

[Financial Resources](#) (U Matter, We Care)

Student Involvement

[College Opportunities](#) (HHP)

[Peer Mentoring](#) (Student Success Initiative)

[Student Organizations at UF](#) (GatorConnect)