

# Principles of Travel and Tourism

LEI3301 | Class # 12936 | 3 Credits | Fall 2025

Connect with HHP



## Course Info

### INSTRUCTOR

**Yao-Chin Wang, Ph.D., MBA, CHIA**  
Assistant Professor  
Office: FLG 186B  
Office Phone: 352-294-1656  
Email: wang.yaochin@ufl.edu  
Preferred Method of Contact: Email

### DEPARTMENT CHAIR

Rachel Fu, Ph.D., Professor  
FLG 242  
Email: racheljuichifu@ufl.edu

### OFFICE HOURS

Monday: 2:00 PM - 4:00 PM

### MEETING TIME/LOCATION

FLG 0230 M Period 6 (12:50 PM - 1:40 PM)  
FLG 0230 W Period 6 (12:50 PM - 1:40 PM)  
FLG 0230 F Period 6 (12:50 PM - 1:40 PM)

### TEACHING ASSISTANT

**Dahye Jung, Ph.D. Student**  
Email: dahyejung@ufl.edu

## 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 LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Identify the major components of the travel and tourism industry and links with hospitality and events.
- Recognize key historical developments and their relationship to travel and tourism today.
- Classify different types of tourism and explain behavioral patterns using concepts from social science.
- Identify positive and negative impacts of tourism on communities and effective mitigation through policy and planning.
- Apply triple bottom line thinking to sustainable tourism, paying attention to socio-cultural, environmental, and economic impacts.

- Outline the basics of demand analysis, economic impact, and marketing and their application to tourism, hospitality, and events.
- Recognize future trends in the travel and tourism industry.

## RECOMMENDED MATERIALS

### Textbook [Optional]:

Cook, R. A., Hsu, C. H., & Taylor, L. L. (2025). *Tourism: The Business of Hospitality and Travel* (7th edition). Boston: Pearson. (ISBN: 9780135319444)

***Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor. The instructor is only responsible for these instructional materials.***

## UF Approved AI Tools

Per [UF Information Technology guidance](#) on protecting UF Data, Restricted Data, Sensitive Data, and UF Intellectual Property: students, staff, and faculty should exclusively utilize [NaviGator AI Chat](#) for their UF-related operations.

## Course & University Policies

### ATTENDANCE POLICY

Attendance is required for all dates of this class. Class engagement points will be completed through your in-person class attendance.

### PERSONAL CONDUCT POLICY

All students are expected 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."*

*"The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty."*

The following pledge will be either required or implied on all work: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is the student's duty to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances that may facilitate academic dishonesty.

### ACADEMIC HONESTY

Plagiarism and other violations of academic honesty will be punished with a 0% grade for the assignment. Additionally, after the second incident, the offender will be reported to the head of department and/or graduate school for subsequent actions. The UF defines plagiarism in the following way (<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code>):

*"(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

- 1. Quoting oral or written materials, including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*
- 2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."*

## EXAM MAKE-UP POLICY

Follow closely the course logistics concerning the submission of your work. All deadlines posted on Canvas follow the **Eastern Time Zone**. A minor sickness or a short travel will not be considered an excuse for not returning the assignments and tests. It will be possible to take make-up quizzes or exams missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **as soon as conditions permit** via email to the instructor.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at

<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.

## COURSE EVALUATIONS

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.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## Getting Help

### HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) <http://www.police.ufl.edu/>

### ACADEMIC RESOURCES

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu). <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

## Grading

The total grade (0-100%) will be a combination of the grades in the following categories:

1. Class Engagement (10%).
2. Individual Reports (20%). 2 reports (10% each).
3. Group Projects (55%). 11 projects (5% each).
4. Final Individual Assignment (15%).

### Criteria for Grading:

Evaluation Components	Points Per Component	Approximate % of Total Grade
Class Engagement (10%)	100 points	100/1000 = 10%
Individual Reports (20%)	200 points (100 points each*2)	200/1000 = 20%
Group Projects (55%)	550 points (50 points each*11)	550/1000 = 55%
Final Individual Assignment (15%)	150 points	150/1000 = 15%
<b>Total</b>	<b><u>1,000 points</u></b>	

### Class Engagement (10%):

Class Engagement will be counted on all lecture dates. All absences, including those due to religious observance or representation of official university-approved trips, ***must be arranged in advance*** with the instructor. It will be possible to earn Class Engagement points missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **via email to the instructor as soon as conditions permit**.

### Individual Report (20%)

Topics will be assigned in class. In the individual report, students will respond to the topics using a maximum of 2 pages (free format; page limit excludes tables/figures).

#### Grading Criteria:

- 20% Written Presentation: Quality of the written report
- 50% Information Analysis: Quality and depth of understanding and analyzing the issues
- 30% Creativity: Overall creativity and innovation

### Group Project (55%)

The topic and guidelines will be announced in our classroom on the scheduled class date. On presentation dates, each group will have 5 minutes to present, with one group member presenting.

#### Grading Criteria:

- 20% Visual and Oral Presentation: Quality of presentation
- 50% Information Analysis: Quality and depth of understanding and analyzing the issues
- 30% Creativity: Overall creativity and innovation

### Final Individual Assignment (15%)

The Topic for the Final Individual Assignment will be announced at the end of this semester. Students will respond to the topic using a maximum of 2 pages (free format; page limit excludes tables/figures).

#### Grading Criteria:

- 20% Written Presentation: Quality of the written report
- 50% Information Analysis: Quality and depth of understanding and analyzing the issues
- 30% Creativity: Overall creativity and innovation

#### Levels of Grading Criteria:

##### **For Individual Report (20%), Group Project (55%), and Final Individual Assignment (15%)**

1. **90-100%: Excellent.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Excellent grammar, careful formatting.
2. **80-90%: Good.** Good college-level work that well exceeds minimal requirements. Original, well-organized. A good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
3. **70-80%: Satisfactory.** Average work. The assignment is not carefully thought through, and/or the presentation is not cohesive. Improvement is needed in depth, originality of thought, structure, and presentation.
4. **60-70%: Marginal.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
5. **Below 60%: Failure.** The assignment is not submitted or is incomplete.

### GRADING SCALE

More detailed information regarding current UF grading policies can be found here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

*Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.*

#### The final percentage points are translated into the letter grades as follows:

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
<b>A</b>	93 - 100 (4.0)	<b>B-</b>	80 - 82.99 (2.67)	<b>D+</b>	67 - 69.99 (1.33)
<b>A-</b>	90 - 92.99 (3.67)	<b>C+</b>	77 - 79.99 (2.33)	<b>D</b>	63 - 66.99 (1.0)
<b>B+</b>	87 - 89.99 (3.33)	<b>C</b>	73 - 76.99 (2.0)	<b>D-</b>	60 - 62.99 (0.67)
<b>B</b>	83 - 86.99 (3.0)	<b>C-</b>	70 - 72.99 (1.67)	<b>E</b>	0-59.99 (0)

Note: A score below 60 constitutes a failing grade. If you notice a scoring error in your quiz or homework, please notify the instructor **within one week from the day your work was graded**. No issues regarding scoring will be reviewed beyond this one-week period.

## Weekly Course Schedule

The following course outline is **tentative**. Any changes to this outline will be announced in class and on Canvas. It is the student's responsibility to note the changes.

**Monday: 12:50 PM - 1:40 PM (Room: FLG 0230)**  
**Wednesday: 12:50 PM - 1:40 PM (Room: FLG 0230)**  
**Friday: 12:50 PM - 1:40 PM (Room: FLG 0230)**

### WEEKLY SCHEDULE

DATE	Module	TOPIC
8/22 F	Orientation	Introduction & Syllabus
8/25 M		Special Topic: Mindfulness Applications in the Tourism Industry
8/27 W	Module 1	<b>Chapter 1: Introducing the World's Largest Industry, Tourism</b>
8/29 F		Individual Report #1
9/1 M	<i>Holiday (no class)</i>	
9/3 W	Module 2	<b>Chapter 2: Marketing to the Traveling Public</b>
9/5 F		Group Project #1
9/8 M		Presentations of Group Project #1
9/10 W	Module 3	<b>Chapter 3: Delivering Quality Tourism Services</b>
9/12 F		Group Project #2
9/15 M		Presentations of Group Project #2
9/17 W	Module 4	<b>Chapter 4: Bringing Travelers and Tourism Service Suppliers Together</b>
9/19 F		Group Project #3
9/22 M		Presentations of Group Project #3
9/24 W	Module 5	<b>Chapter 5: Capturing Technology's Competitive Advantages</b>
9/26 F		Group Project #4
9/29 M		Presentations of Group Project #4
10/1 W	Module 6	<b>Chapter 6: Transportation</b>
10/3 F		Group Project #5
10/6 M		Presentations of Group Project #5
10/8 W	Module 7	<b>Chapter 7: Accommodations</b>
10/10 F		Group Project #6
10/13 M		Presentations of Group Project #6
10/15 W	Module 8	<b>Chapter 8: Food and Beverage</b>
10/17 F		<i>Homecoming (no class)</i>
10/20 M		Individual Report #2
10/22 W	Module 9	<b>Chapter 9: Attractions and Entertainment</b>
10/24 F		Group Project #7
10/27 M		Presentations of Group Project #7
10/29 W	Module 10	<b>Chapter 10: Destinations</b>
10/31 F		Group Project #8
11/3 M		Presentations of Group Project #8

11/5 W	Module 11	<b>Chapter 11: Economic and Political Impacts of Tourism</b>
11/7 F		Group Project #9
11/10 M		Presentations of Group Project #9
11/12 W	Module 12	<b>Chapter 12: Environmental and Social/Cultural Impacts of Tourism</b>
11/14 F		Group Project #10
11/17 M		Presentations of Group Project #10
11/19 W	Module 13	<b>Chapter 13: Sustaining Tourism’s Benefits</b>
11/21 F		Group Project #11
11/24-28		<i>Holiday (no class)</i>
12/1 M		Presentations of Group Project #11
12/3 W		<b>Chapter 14: The Future of Tourism</b> Topic for the Final Individual Assignment
12/5 F	<i>Reading Day (no class)</i>	
<b>Final Individual Assignment</b> Due: Thursday, 12/11/2025 @ 2:30 PM		