



Tourism Planning & Development

LEI 6336

Department of Tourism, Hospitality, and Event Management
College of Health and Human Performance

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COURSE DESCRIPTION

This course will provide an examination of the planning and development functions of the hospitality and tourism industry. The course will cover backgrounds to tourism planning, planning hospitality attractions, development and design standards, planning resorts, and impacts of the industry and how to plan to minimize these impacts. The learning process begins with an overview of the tourism industry and its components. Stakeholders and steps in tourism planning and development are explored as well as the impacts of tourism.

STUDENT LEARNING OUTCOMES

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

1. Analyze global trends that affect the tourism industry
2. Evaluate the impacts that tourism has on destinations and how residents view them
3. Differentiate between destination image and destination brand
4. Compare and contrast the different types of DMOs
5. Assess tourism plans from around the world

COURSE MATERIALS

All required readings will be posted on the course website.

COURSE FORMAT

Students are expected to view all course materials and complete all assignments, as assigned in the syllabus and posted on the course website.

COURSE EVALUATION

Assessment Summary:

A student's overall performance in this course will be based on the following assessment tools:

Assessment Tool	Point Value	Percentage Value
Discussion Boards (Weeks 2, 4, 6, 10, 12, 14)	10 points each *6 = 60 points.	60%
Destination Image and Brand Paper - Orlando vs. Las Vegas (Week 8)	20	20%
Destination Management/Marketing Organizations (DMOs) - New York vs. Los Angeles (Week 15)	20	20%
Total	100	100%

Assessment Overview:

Discussion Boards (10 points each * 6 = 60 points)

Discussion Boards are a way to show participation in an online classroom environment, and to engage your fellow classmates in healthy, productive, informative dialogue. Specific instructions for the discussion boards can be found in our online classroom under 'Discussions'.

Students may post as often as they like to discussion boards (dialogue is encouraged). However, in order to secure full credit for a discussion, students must complete, at minimum, the following:

- One (1) main response to the discussion question, of at least **400** words in length.
- Two (2) peer responses addressing the main postings from other students, of at least **100** words in length each.
- The grading rubric for discussion boards is as follows:

Main Post Substance and length requirement.	6 pts
Peer Response 1 Substance and length requirement.	2 pts
Peer Response 2 Substance and length requirement.	2 pts

Destination Image and Brand Paper - Orlando vs. Las Vegas (20 points)

Write a paper discussing the differences in image and brand between the two top U.S. tourism destinations – Orlando and Las Vegas. How are these two cities the same and how are they different in terms of factors such as target markets, messaging, appeal, brand, image, and overall identity?

Your paper should be **at least 2,000 words in length** and should consist of a comprehensive comparative analysis of the two destinations, how they are alike, and how they are different. Papers should include a title page, introduction, body, conclusion, and a references page with **at least four credible sources**, properly cited in APA format.

The length requirement of 2,000 words means 2,000 words of substance. Your title page doesn't count. Your references don't count either. Bluntly, I am looking for 2,000 words of your own careful thoughts and analysis.

You should conduct research and obtain relevant information from the academic literature, trade publications, and other **credible sources** to support your challenge report (e.g. Wikipedia is not credible). You will submit your report as a Word document through the associated assignment on the course website (under the Assignments section).

IMPORTANT: Do not plagiarize or use unoriginal content without attribution. These assignments use TurnItIn.com for originality verification. If you copy/paste from other sources, I will know it, and you will receive a zero.

NOTE: I have lived in BOTH of these cities, so please be sure to research thoroughly. Show me that you understand the subject at hand.

The grading rubric for this report is as follows:

Substance and Content Addresses all components of the assignment with complete answers and discussion.	10 pts
Sources Uses required number of credible sources.	4 pts
APA Source Formatting References and in-text citations are in proper APA format.	3 pts
Grammar Writing is grammatically correct, and free of spelling and syntax errors.	3 pts
Length Requirement Credit deduction proportional to length shortfall	--%

(e.g. if submission is 80% of required length, max eligible credit shall be 80% before other deduction). For an explanation regarding why length requirement is important, please read this article: https://onlinelearningtips.com/2019/08/length-requirements-papers/	
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Destination Management/Marketing Organizations (DMOs) - New York vs. Los Angeles (20 points)

Write a paper discussing the differences between the DMOs of the two most populous U.S. cities – New York and Los Angeles. How are the DMOs of these two cities different in terms of how they are structured, how they are funded, how they serve the cities they support, etc.?

For reference, both of these cities have official DMOs – the links are below:

Discover Los Angeles - <https://www.discoverlosangeles.com/meetla/about-us>

New York City Tourism + Conventions - <https://www.business.nyctourism.com/about-us/who-we-are>

Your paper should be **at least 2,000 words in length** and should consist of a comprehensive comparative analysis of the two DMOs, how they are alike, and how they are different. Papers should include a title page, introduction, body, conclusion, and a references page with **at least four credible sources**, properly cited in APA format.

The length requirement of 2,000 words means 2,000 words of substance. Your title page doesn't count. Your references don't count either. Bluntly, I am looking for 2,000 words of your own careful thoughts and analysis.

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COURSE POLICIES

Academic Integrity:

University of Florida students are bound by The Honor Pledge which states, “*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. Examples of academic dishonesty include (but are not limited to) plagiarism, unauthorized use of materials or resources, prohibited collaboration or consultation, use of fabricated or falsified information, unauthorized taking or receipt of materials or resources to gain an academic advantage, and unauthorized recordings. Written assessments submitted through the course website will automatically be run through Turnitin, an online anti-plagiarism service which compares student submissions to millions of websites and papers submitted for exact matches. The reports are integrated into the ‘Assignments’ section of the course website.

Academic dishonesty will not be tolerated in this course. For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations. The sanctions include (but are not limited to) conduct probation, suspension, and expulsion, as well as any educational sanctions. In addition, students may receive an assignment grade penalty or a course grade penalty.

For additional information about the University's Honor Code, please consult <http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

Accommodations for Students with Disabilities:

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students with disabilities requesting accommodations must first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations based on the impact of a disability. The accommodation letter must be presented to the instructor during office hours or another scheduled time. The instructor will not accept accommodation letters presented in the classroom or any other public space. The University encourages students to follow this procedure as early in the semester as possible. For additional information about the Disability resources, please consult 352-392-8565 or www.dso.ufl.edu/drc/.

Getting Help:

Additional resources are available at <http://distance.ufl.edu/getting-help/>.

Attendance and Make-Up:

Absent extenuating circumstances (e.g. medical emergencies, military deployment, natural disasters, etc.), work that is not submitted on time will generally not be accepted for credit. If you contact me in advance concerning a challenge in submitting work on time, I will absolutely discuss it with you, and may from time to time grant an extension as may be appropriate and justified (no promises are made a priori). However, failure to read, understand, or remember deadlines will not be an excuse that justifies any such exceptions. This is why it is very important that you pay close attention to coursework deadlines as outlined in the schedule contained herein.

Requirements for exceptions in this course are consistent with the University's policies. For additional information about the University's attendance policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Grading System:

The University's grading system will be strictly enforced for this course. In accordance, a student's overall performance in this course will be graded as follows:

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Point Range	93-100	90-92	87-89	84-86	80-83	77-79	74-76	70-73	67-69	64-66	60-63	<60
GPA Points	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

For additional information about the University's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Online Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course based on criteria set forth by the University of Florida and the Department of Tourism, Recreation and Sport Management. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester.

Technology:

Online access is the student's responsibility. Students who have a technological problem (e.g., trouble accessing the course website or GatorLink account) should contact the UF Computing Help Desk (<http://helpdesk.ufl.edu/>; helpdesk@ufl.edu; (352) 392-HELP) immediately. Any requests for a make-up due to technological issues must be emailed to the instructor within twenty-four hours and must be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported.

COURSE SCHEDULE

Week/Module	Topics	Assessments
1	Course Introduction and Tourism Overview	Week 1 Introductions Discussion (optional) Due Sunday, 8/31, by 1800 hrs EST
2	What Is Tourism Planning?	Week 2 Discussion Due Sunday, 8/31, by 1800 hrs EST
3	Tourism Stakeholders	
4	Vision & Mission and Destination Potential	Week 4 Discussion Due Sunday, 9/14, by 1800 hrs EST
5	Global Forces Affecting Tourism And Marketing Intermediaries	
6	Superstructures & Creating New Elements	Week 6 Discussion Due Sunday, 9/28, by 1800 hrs EST
7	Destination Competitiveness	
8	Destination Positioning, Image, and Brand	Paper #1 - Destination Image and Brand Due Sunday, 10/12, by 1800 hrs EST
9	Destination Audit & Lifecycle	
10	Impacts of Tourism on the Destination	Week 10 Discussion Due Sunday, 10/26, by 1800 hrs EST
11	Resident Attitudes	
12	Tourism & Crises	Week 12 Discussion Due Sunday, 11/9, by 1800 hrs EST
13	Link Between Planning & Destination Management	
14	DMOs	Week 14 Discussion Due Sunday, 11/23, by 1800 hrs EST
15	Governance & Funding of DMOs	Paper #2 Due Sunday, 11/30, by 1800 hrs EST