University of Florida
Department of Tourism, Hospitality and Event Management

LEI 3301 Principles of Travel and Tourism

Spring 2026

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Syllabus Located on Canvas LEI 3301 & THEM 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. https://ufl.zoom.us/j/94092085218?pwd=WO0mJCgj5yrJreFsKC7cSds9UzwpxR.1

Class meets: Period 6 MWF 12.50-1.40 pm LIT 121

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 Jan 12th-16th	Foundations of Tourism	What is travel and tourism?		Chapter 1 Background Chapter 4
Week Two **Jan 19th – 23rd (MLK Day no class)**	Foundations of Tourism	History of Travel and Tourism		Chapter 2
Week Three Jan 26th-30th	Industry Components	Transportation Modes	**Group contract due Friday Jan 30th**	Chapter 5 Chapter 12 provides background on the industry components
Week Four Feb 2nd – 6th	Industry Components	Hospitality Overview		Chapter 6
Week Five Feb 9h – 13th	Industry Components	Attractions	**Discussion 1 – Overtourism**	Chapter 8
Week Six Feb 16th – 20th	Understanding tourists and tourism	Impacts of tourism on host communities		Chapter 11
Week Seven Feb 23rd – 27th	Understanding tourists and tourism	Different types of tourists & factors affecting choice	**Mid-Semester Group Project Due Friday February 27th by 11.59 pm**	Chapter 11
Week Eight March 2nd – 6th	Understanding tourists and tourism	Tourism and Motivation: Push and Pull Factors		Chapter 9 & 10
Week Nine March 9th – 13th	Mitigating Tourism's Challenges	Environment and Sustainability	**Discussion 2 - Ecotourism**	Chapter 17

Week Ten – Spring Break Mar 16th – 20th		**Spring Break – no class**		
Week Eleven Mar 23rd – 27th	Mitigating Tourism's Challenges	Tourism Policy & Planning		Chapter 15 & 16
Week Twelve Mar 30th – Apr 3rd	Managing Tourism	Measuring Demand	**Friday April 3rd Bio Sketches Due by 11.59pm**	Chapter 13
Week Thirteen April 6th – 10th	Managing Tourism	Understanding Economics & Economic Impact		Chapter 14
Week Fourteen Apr 13th – 17th	Managing Tourism	Basics of Marketing	**Discussion 3 Marketing**	Chapter 19
Week Fifteen Apr 20th – 22nd	Managing Tourism	The Future: Where do we go from Here	**Exam 3 Apr 22nd**	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** Chapts: 1, 2, 4, 5, 6, 8, 12, class material and posted readings
2. **Exam 2** Chapts: 9, 10, 11, 17, class material and posted readings

3. **Exam 3** Chapts: 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 April 22nd** 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. **(Group Contract due January 30th)**

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

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 that 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 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 **Friday February 27th 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 (8.5 x 11)** 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. With Canva make sure you work with the narrative. Don't just rely on the format that Canva provides.

Please save your one-page bio-sheet as a PDF and upload to Canvas **by Friday April 3rd, 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/UGRD/academic-regulations/attendance-policies/

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, 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/UGRD/academic-regulations/grades-grading-policies/

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: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

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

Grade Overview LEI 3301 Spring 2026

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; slide layout; presentation style, timing. 5 pts

Content – e.g., degree to which topics were addressed; integration of sources – class material, text, video and other to support ideas. analysis of the issues; potential solutions suggested. 15 pts

Total Points 20 pts

3. Professional Bio-Sheet 25%

Grading Rubric

Bio-Sheet Assignment – Rubric **25%**

Presentation and Format 10 points

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? Did you use different ways of communicating your information such as narrative, bullet points, short quotes etc.?

Content and information on Interviewee 5 points

How informative is the narrative on the interviewee? Does it contain information about job role, educational background, initiatives, typical day, challenges they have faced etc.?

Future Predictions 5 points

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

Career Advice 5 points

What did they tell you to focus on or to improve?

Total Points 25 points

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

Participation (7 points)– 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.** Please remember **that signing in for another student is a violation of UF Honor Code. If you need to leave class prior to the end due to an appointment, please inform us beforehand**. Thank you.

This semester we will have three in-class group discussion assignments (3 points). You need to be present and to take part in the discussion to earn participation points. Each discussion will be worth **1 point for a total of 3 points** if you take part in all three discussions.

Distracted Learning: Technology is a wonderful thing. It has made our lives easier and our ability to communicate across the world for free is amazing! But it also has its disadvantages. For me one of the biggest is 'distracted learning." **I would like to challenge you this semester to turn over your cell phone while in class and to either take notes physically or only have one page open on your lab top.** I guarantee you will learn more and feel happier as you can fully participate in class. **Practice mindfulness in class this semester** – this means being **fully**

present in the discussions and the learning environment. Let me know as we go through this semester if this is working for you!

Total points 10 pts

Class and University Policies and Procedures – Please read carefully. https://go.ufl.edu/syllabuspolicies

EXAM MAKE-UP POLICY
"Requirements for class attendance and make-up exams, deadline 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/UGRD/academic-regulations/attendance-policies/

EXTRA CREDIT POLICY: 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.

PERSONAL CONDUCT POLICY: 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 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 See the UF Conduct Code website for more information 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.

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:

- **Writing sentences, paragraphs, or papers to complete assignments**

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 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.