

Principles of Travel and Tourism

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LEI 3301 | 16974 | 3 Credits | Spring 2026

Course Info

INSTRUCTOR

Dahye Jung
Office: FLG 166
Office Phone: 352-294-1672
Email: dahyejung@ufl.edu
Preferred Method of Contact: Email

DEPARTMENT CHAIR

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

OFFICE HOURS

Monday, 9:00 AM – 11:00 AM

- **Zoom meetings** are available by appointment. Please email the instructor to schedule a Zoom meeting as needed.
- In-person meetings are available by appointment at **FLG 166**.

MEETING TIME/LOCATION

This course is delivered **fully online** through Canvas (UF e-Learning) at (<https://elearning.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.

REQUIRED AND RECOMMENDED MATERIALS

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

COURSE LEARNING OBJECTIVES

- 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 for 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.

Weekly Course Schedule

WEEKLY SCHEDULE

Week	Dates	Module	Unit and Topic	Reading
1	Jan 12 th – 16 th	Module 1 Foundations of Tourism	Unit 1 – What is travel and tourism?	Chapter 1
2	Jan 19 th – 23 rd (MLK Days)	Module 1 Foundations of Tourism	Unit 2 - History of Travel and Tourism Discussion 1 due	Chapter 2
3	Jan 26 th – 30 th	Module 2 Industry Components	Unit 1 – Transportation Modes Group project contract due Wednesday January 28th 11.59 pm	Chapter 5
4	Feb 2 nd – 6 th	Module 2 Industry Components	Unit 2 – Hospitality Overview	Chapter 6
5	Feb 9 th – 13 th	Module 2 Industry Components	Unit 3 – Attractions Discussion 2 due	Chapter 8
6	Feb 16 th – 20 th	Module 3 Understanding tourists and tourism	Unit 1 - Impacts of tourism on host communities	Chapter 11
7	Feb 23 rd – 27 th	Module 3 Understanding tourists and tourism	Unit 2 – Different types of tourists & factors affecting choice Group Project Presentation video due Thursday February 26th by 11.59pm Individual reviews and identification of favorite video due Sunday March 1st by 11.59pm	Chapter 11

8	March 2nd – 6th	Module 3 Understanding tourists and tourism	Unit 3 - Tourism and Motivation: Push and Pull Factors	Chapter 9 & 10
9	March 9th – 13th	Module 4 Mitigating Tourism's Challenges	Unit 1 -Tourism Policy & Planning	Chapters 15 & 16
10	March 16th – 20th		Spring Break	
11	March 23rd – 27th	Module 4 Mitigating Tourism's Challenges	Unit 2 - Environment and Sustainability Discussion 3 due	Chapter 17
12	March 30th – April 3rd	Module 5 Managing Tourism	Unit 1 - Measuring Demand	Chapter 13
13	April 6th – 10th	Module 5 Managing Tourism	Unit 2 - Understanding Economics & Economic Impact Bio-Sketch Assignment Due Monday April 6th 11.59pm	Chapter 14
14	April 13th – 17th	Module 5 Managing Tourism	Unit 3 - Basics of Marketing	Chapter 19
15	April 20th – 24th <i>Last week of Class</i>	Module 6 The Future	Unit 1: The Future: Where do we go from Here? Final thoughts due 2 open-ended questions due	Chapter 20

Grading

Evaluation Components	Percent of Total Grade
Weekly Lecture-based Quizzes	35%
Discussion Board Participation	15%
Mid-Semester: Group Presentation Video Project	25%
Final Assignment: One-page Professional Bio-Sheet	25%

Weekly Lecture-based Quizzes (35%)

- We have 15 weeks of lectures and for each week (except Spring Break 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. Quizzes are **due every Sunday**.

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, both in your original post and 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 AT LEAST two other students' posts in your group by Sunday evening (11:59 pm). Please contact me if you have questions/concerns about what is required.

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 January 28th 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 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:

- a. Create a group presentation using PowerPoint or a similar software.
 - b. 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. **One person from each group is responsible for uploading the group's video** to the discussion board by Thursday **February 26th by 11.59 pm.** Please **save your file with your group number** *e.g., Group 3 video.*
 5. 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 March 1st 11.59pm.**

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 bio-sheet as a PDF** and upload to Canvas by **Monday April 6th by 11.59pm.**

Please note that all 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.

Rubrics for each assignment can be found on Canvas. Scroll down on the particular assignment page to locate the rubric. Please ask questions if not sure.

GRADING SCALE

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the University grades and grading policies: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	92.00-100%	4.0
A-	90.00-91.99%	3.67
B+	87.00-89.99%	3.33
B	82.00-86.99%	3.0
B-	80.00-81.99%	2.67
C+	77.00-79.99%	2.33
C	72.00-76.99%	2.0
C-	70.00-71.99%	1.67
D+	67.00-69.99%	1.33
D	62.00-66.99%	1.0
D-	60.00-61.99%	0.67
E	0-59.99%	0

Course & University Policies

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/ugrad/current/regulations/info/attendance.aspx>."

EXTRA CREDIT POLICY

I do not give extra credit If you are not performing well on assignments, please talk to me before it is too late (i.e., before the last week of classes) so that you can receive individualized help.

PERSONAL CONDUCT POLICY

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.

APPROPRIATE USE OF AI TECHNOLOGY

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

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. Students can complete evaluations in three ways: (1) The email they receive from GatorEvals, (2) Their Canvas course menu under GatorEvals, or (3) The central portal located [here](#). Guidance on how to provide constructive feedback is available at [the gator evals site](#). Students will be notified when the evaluation period opens. Summaries of course evaluation results are also available at [the gator evals site](#).

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 Technology 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.)
- (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.

Getting Help

You may contact the course instructor at any time to obtain help. Email is preferred, but a phone call is also acceptable. You may also contact the department advisor in the administration office during business hours.

HEALTH & WELLNESS

- ***U Matter, We Care:*** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- ***Counseling and Wellness Center:*** Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).
- **University Police Department:** Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; or visit the [UF Health Emergency Room and Trauma Center website](#).
- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

ACADEMIC RESOURCES

- **E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- **Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- **Student Complaints & Grievances:** Students are encouraged to communicate first with the involved person(s), but [here](#) is more information on the appropriate reporting process.