University of Florida
Department of Tourism, Hospitality and Event Management

LEI 3301 Principles of Travel and Tourism

Fall 2021

Instructor: Dr. Heather Gibson

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Web Page for Syllabus Canvas LEI 3301 & HHP Syllabus

Office Hours: Dr. Gibson: Wednesday 2.15-5pm; Friday 2.15-3.15 pm. Please send me an e-mail in advance so that we can set up a time to meet and I can send you a Zoom link or face to face outside.

Class meets: Period 6 MWF 12.50-1.40 pm FAB 105 and Zoom link found on Canvas.

For this semester we will operate a hyflex modality for our class. **This means the class will be taught in person during Period 6 MWF and will be streamed via our class Zoom link from 12.50 – 1.40 pm.** The Zoom link can be found on our Canvas page. We do have a participation grade for our class and a major part of this is attendance (see details later in syllabus). **Attendance for our class means being physically present in class or signed on to Zoom during Period 6, unless otherwise excused according to the UF attendance policy** https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#absencestext

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

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 Aug 23rd – 27th	Foundations of Tourism	What is travel and tourism?		Chapter 1 Background Chapter 4
Week Two Aug 30 – Sept 3rd	Foundations of Tourism	History of Travel and Tourism		Chapter 2
Week Three Sept 6-10th (Labor Day)	Industry Components	Transportation Modes **Group contract due Friday September 10th by 11.59 pm**		Chapter 5 Chapter 12 provides background on the industry components
Week Four Sept 13th – 17th	Industry Components	Hospitality Overview	**Discussion 1** Space Tourism Friday Sept 17th	Chapter 6
Week Five Sept 20th – 24th	Industry Components	Attractions		Chapter 8
Week Six Sept 27th – Oct 1st	Understanding tourists and tourism	Impacts of tourism on host communities Exam 1 around here	**Discussion 2 Friday Oct 1st** Overtourism – discussion for mid-semester project	Chapter 11
Week Seven Oct 4th – 8th (Homecoming)	Understanding tourists and tourism	Different types of tourists & factors affecting choice		Chapter 11
Week Eight Oct 11th – 15th	Understanding tourists and tourism	Tourism and Motivation : Push and Pull Factors	**Mid-Semester Group Project Due Friday Oct 15th 11.59**	Chapter 9 & 10

			pm	
Week Nine Oct 18th – 22nd	Mitigating Tourism's Challenges	Tourism Policy & Planning		Chapters 15 & 16
Week Ten Oct 25th – 29th	Mitigating Tourism's Challenges	Environment and Sustainability Exam 2 around here	**Discussion 3 Friday Oct 29th** Is this ecotourism?	Chapter 17
Week Eleven Nov 1st – 5th	Managing Tourism	Measuring Demand		Chapter 13
Week Twelve Nov 8th – 12th (Veteran's Day)	Managing Tourism	Understanding Economics & Economic Impact		Chapter 14
Week Thirteen Nov 15th – 19th	Managing Tourism	Basics of Marketing		Chapter 19
Week Fourteen Nov 22nd – 26th (Thanksgiving)	Managing Tourism	Basics of Marketing	**November 22nd Bio Sketches Due by 11.59pm**	Chapter 19
Week Fifteen Nov 29th – Dec 3rd	Managing Tourism	The Future: Where do we go from Here		Chapter 20
Week Sixteen Dec 6th – 8th	Managing Tourism	The Future: Where do we go from Here	**Exam 3 December 8th**	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 with a current calendar 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

University Fall Semester 2021 COVID-19 Policies and Guidelines

In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

- **If you are not vaccinated, get vaccinated**. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/. Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.

- **You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated**. Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.
    - Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
    - Hand sanitizing stations will be located in every classroom.

- **If you sick, stay home and self-quarantine**. Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire and schedule your test for no sooner than 24 hours after your symptoms began. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the UF Health Screen, Test & Protect website for more information.
    - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.
    - If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.

- Continue to regularly visit coronavirus.UFHealth.org and coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

Assignments and Grading:

A. Exams		**45%**
1. Exam 1	Chapts: 1, 2, 4, 5, 6, 8, 12 and class material	**15%**
2. Exam 2	Chapts: 9, 10, 11, 17 and class material	**15%**
3. Exam 3	Chapts: 13, 14, 16, 19, 20, and class material	**15%**

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 **December 8th.** 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

B. Mid-Semester: Group Presentation Video Project 20%

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 (due Sept 10th).**

2**. For Discussion 2 on Friday October 1st** you will have watched the video *Crowded Out*. As a group you will have engaged in some preliminary discussions on the topics laid out below. Your task now is to create a group video presentation about overtourism in **either** Barcelona or Venice that also addresses the four criteria listed below:

In reference to **either** Barcelona or Venice:

(i) What are the main issues in your chosen destination?
(ii) What are the contributing factors globally to overtourism?
(iii) Are there any solutions? Look at the document in the optional resources section for this unit from the UNWTO about managing overtourism
(iv) Is the Covid 19 pandemic a chance to re-envision tourism in these overtourism hotspots? Look at the additional sources for some information.

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

3. Create a 5-7 minute video presentation answering these questions **(max length 7 minutes).** Please do not create a presentation that merely answers the questions one by one. **Integrate the ideas from these questions into an informative presentation about overtourism and the future.**

Please look at the optional resources and think about overtourism in the present context where tourism in Venice and Barcelona has gone from a situation with too many visitors to very few visitors. Is this an opportunity to re-envision tourism in these overtourism hotspots?

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 ie Rayven and I 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.

Presentation Instructions:

(i). Create a group presentation using PowerPoint/Keynote etc.

(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**.

4. Upload your video to Canvas by **Friday October 15th by 11.59pm.**

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.

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 suggestion 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 <u>one page bio-sheet as a PDF</u> and upload to Canvas by **Monday November 22nd 11.59pm**

D. Participation in Class, Lectures, chats & Three Discussion Group assignments. 10%

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 and track your digitally through Zoom. **Attendance means being physically present in class or signed on to Zoom during Period 6.** 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.

Three Discussion Group Assignments – For this semester, you will be assigned to a discussion group. With your group, you will discuss your expectations and upload a signed Group Contract. **In class, we will be working in your groups on three discussion topics and your mid-semester project.**

Discussion 1 – Space tourism: New frontier or ethical dilemma. **Sept 17th**

Discussion 2 – Overtourism (related to mid semester group project). **Oct 1st**

Discussion 3 – Ecotourism. **Oct 29th**

On Canvas, you will find the details for each of these discussions. Often there is work to be done in advance such as watching a video or reading an article to prepare. On the day of the in-class discussion, please choose a group spokes-person and a note-taker to record some of your main discussion points: **The note-taker is responsible for uploading your completed**

discussion sheet to Canvas on the day of the discussion by 11.59pm. Please rotate around the responsibilities of note taker and group spokesperson.

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:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx
Please contact me **in advance of deadlines** to request any deviations from course schedule.

Grade Overview LEI 3301 Fall 2021

1. Exams			**45%**
Exam 1	Chapts: 1, 2, 4, 5, 6, 8, 12 and class material	**15%**	
Exam 2	Chapts: 9, 10, 11, 17 and class material	**15%**	
Exam 3	Chapts: 13, 14, 16, 19, 20, and class material	**15%**	
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. **10%**

Discussions – Three group discussions. Graded as a group based on oral and written content and participation. 10 points per discussion **Sub-Total 30 points (5%)**

Grading Criteria for discussion submissions:

		Points (10)
1 - Great	**Exceeded expectations**	9.6 – 10
	Complete answers. Supported points with sources from the article, class and outside sources whenever relevant. Expanded on different points of view in a clear and precise way.	8.5 - 9.5
2 - Good	Good answers with some analysis of different points of view and support from outside sources. Could have done more of one and/or both.	7.75 - 8.5

	Answered the questions and somewhat analyzed different perspectives. Few references to other sources.	7.0 - 7.75
3-Satisfactory	Answered the questions with minimal support points and highlights from the discussion. No mention of outside sources or points of view.	6.5 - 7.0
	Answered part of the questions with minimal support points.	6.0 - 6.5

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 or signed on to Zoom during Period 6. **Sub-Total 10 pts (5%)**

UF attendance policy https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#absencestext

Total 40 points

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.

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/

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

UF online class policy for fall 2021:

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

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 is 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.

You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.