University of Florida
Department of Tourism, Hospitality and Event Management

LEI 3301 Principles of Travel and Tourism

Fall 2022

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Web Page for Syllabus Canvas LEI 3301 & HHP Syllabus

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 or via Zoom.

Class meets: Period 6 MWF 12.50-1.40 pm FLG 210

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 24th – 28th	Foundations of Tourism	What is travel and tourism?		Chapter 1 Background Chapter 4
Week Two Aug 29th – Sept 4th	Foundations of Tourism	History of Travel and Tourism		Chapter 2
Week Three Sept 5th- 11th (Labor Day)	Industry Components	Transportation Modes		Chapter 5 Chapter 12 provides background on the industry components
Week Four Sept 12th – 17th	Industry Components	Hospitality Overview		Chapter 6
Week Five Sept 19th – 25th	Industry Components	Attractions	**Group contract due Friday Sept 23rd**	Chapter 8
Week Six Sept 26th – Oct 2nd	Understanding tourists and tourism	Impacts of tourism on host communities		Chapter 11
Week Seven Oct 3rd – 9th (Homecoming)	Understanding tourists and tourism	Different types of tourists & factors affecting choice		Chapter 11
Week Eight Oct 10th – 16th	Understanding tourists and tourism	Tourism and Motivation: Push and Pull Factors	**Mid-Semester Group Project Due Friday Oct 14th by 11.59 pm**	Chapter 9 & 10
Week Nine Oct 17th – 23rd	Mitigating Tourism's Challenges	Environment and Sustainability		Chapter 17

Week Ten – Oct 24th – 30th	Mitigating Tourism's Challenges	Environment and Sustainability continued		Chapter 17
Week Eleven Oct 31st – Nov 6th	Mitigating Tourism's Challenges	Tourism Policy & Planning		Chapters 15 & 16
Week Twelve Nov 7th – 13th Veteran's Day	Managing Tourism	Measuring Demand		Chapter 13
Week Thirteen Nov 14th – 20th t	Managing Tourism	Understanding Economics & Economic Impact		Chapter 14
Week Fourteen Nov 21st – 27th Thanksgiving	Managing Tourism	Basics of Marketing	**Monday November 21st Bio Sketches Due by 11.59pm**	Chapter 19
Week Fifteen Nov 28th-Dec 4th	Managing Tourism	Basics of Marketing		Chapter 19
Week Sixteen Dec 5th -7th Last week of classes	Managing Tourism	The Future: Where do we go from Here	**Exam 3 December 7th**	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

Assignments and Grading:

A. Exams **50%**

1. **Exam 1** Chapts: 1, 2, 4, 5, 6, 8, 12 and class material

2. **Exam 2** Chapts: 9, 10, 11, 17 and class material

3. Exam 3 Chapts: 13, 14, 15, 16, 19, 20, and class material

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 7th.** 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%

1. Before you begin working as a group, please revisit your **group contract and review what you agreed on (due Sept 23rd).**

2**. Please watch the video** *Crowded Out*. Your task 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. Hint: it is not sufficient to merely answer the questions above. You will need to think about this issue and be creative and engage in some critical thinking about the issue.**

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

3. Create a 5-7 minute video presentation answering these questions **(max length 7 minutes).** As I note above, 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 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. **Please include all group members names on your title slide and your group number.**

(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. Please save your video with your group number e.g., Group 3 video and **choose one person** from your group to upload the video to Canvas by **Friday October 14th 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 21st 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/ugrad/current/regulations/info/attendance.aspx. **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, guest speakers 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/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 2022

1. Exams **50%**

Exam 1 Chapts: 1, 2, 4, 5, 6, 8, 12 and class material

Exam 2 Chapts: 9, 10, 11, 17 and class material

Exam 3 Chapts: 13, 14, 15, 16, 19, 20, and class material

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. 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** and **signing in prior to leaving the classroom.**

UF attendance policy https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#absencestext **Total points** 5 **pts**

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

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.

Additional Resources you may find helpful

Academics & Study Habits
Free Knack Tutoring (Student Success Initiative)
Teaching Center (CLAS)

Balance
LinkedIn Learning Courses (LinkedIn)
Time Management Resources (GatorWell)

Careers & Employment
Career Planning Services & Events (C3)
Career Planning Hub in Canvas (C3)
Success Coaching (Student Success Initiative)

Emotional Health & Stress
Mindfulness Resources (CWC)
Semester-Long Group Counseling (CWC)
Stress Resources (GatorWell)
Well-Being (Student Success Initiative)

Finances
Budgeting & Finance Tools (SFA)
College Scholarships (HHP)
Financial Resources (U Matter, We Care)

Student Involvement
College Opportunities (HHP)
Peer Mentoring (Student Success Initiative)
Student Organizations at UF (GatorConnect)