University of Florida
Department of Tourism, Hospitality and Event Management

LEI 3301 Principles of Travel and Tourism

University of Florida Online

Fall 2022

Instructor: Dr. Heather Gibson

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Web Page for Syllabus and Calendars Canvas LEI 3301

Office Hours: Dr. Gibson: Wednesday 2-5pm; Friday 2-3 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.

Class meets: 100% online

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	Module	Unit and Topic	Reading
Week One Aug 24th -28th	Module 1 Foundations of Tourism	Unit 1 – What is travel and tourism?	Chapter 1
Week Two Aug 29h - Sept 4th	Module 1 Foundations of Tourism	Unit 2 - History of Travel and Tourism **Discussion 1 due**	Chapter 2
Week Three Sept 5th – 11th (Labor Day)	Module 2 Industry Components	Unit 1 – Transportation Modes	Chapter 5
Week Four Sept 12th – 18th	Module 2 Industry Components	Unit 2 – Hospitality Overview	Chapter 6
Week Five Sept 19th – 25th	Module 2 Industry Components	Unit 3 – Attractions **Group project contract due Tuesday September 20th 11.59 pm** **Discussion 2 due**	Chapter 8
Week Six September 26th – Oct 2nd	Module 3 Understanding tourists and tourism	Unit 1 - Impacts of tourism on host communities	Chapter 11
Week Seven Oct 3rd – 9th (Homecoming)	Module 3 Understanding tourists and tourism	Unit 2 – Different types of tourists & factors affecting choice Group Project Presentation video due **Thursday October 6th** by 11.59pm Individual reviews and identification of favorite video due **Sunday October 9th** by 11.59pm	Chapter 11 Mid semester group project Due
Week Eight Oct 10th – 16th	Module 3 Understanding tourists and tourism	Unit 3 - Tourism and Motivation: Push and Pull Factors	Chapter 9 & 10
Week Nine Oct 17th – 23rd	Module 4 Mitigating Tourism's Challenges	Unit 1 -Tourism Policy & Planning	Chapters 15 & 16

Week Ten Oct 24th – 30th	Module 4 Mitigating Tourism's Challenges	Unit 2 - Environment and Sustainability **Discussion 3 due**	Chapter 17
Week Eleven Oct 31st – Nov 6th	Module 5 Managing Tourism	Unit 1 - Measuring Demand	Chapter 13
Week Twelve Nov 7th - 13th (Veteran's Day)	Module 5 Managing Tourism	Unit 2 - Understanding Economics & Economic Impact	Chapter 14
Week Thirteen Nov 14th – 20th	Module 5 Managing Tourism	Unit 3 - Basics of Marketing	Chapter 19
Week Fourteen Nov 21st – 27th (Thanksgiving)	Module 5 Managing Tourism	Final Assignment Due **Tuesday November 22nd 11.59pm** No quiz**.** **Happy Thanksgiving!**	
Week Fifteen Nov 29th – Dec 4th	Module 6	Unit 1: The Future: Where do we go from Here? **Quiz this week**	Chapter 20
Week Sixteen Dec 6th – 8th	Module 6	Unit 2: The Future: Where do we go from Here? **2 open-ended questions due**	Chapter 20

Assignments and Grading:

1. Weekly Lecture-based Quizzes 35%

We have 15 weeks of lectures and for each week (except Thanksgiving week 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.

2. 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 at **approximately 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.

This semester there is a new un-graded exercise for those of you interested in knowing more about a topic. It is called **Theory into Practice** and gets you to think about how the concepts we have been talking about in the lectures can be applied to real world situations and issues.

3. Mid-Semester: Group Presentation Video Project 25%

1. 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 Tuesday September 20th 11.59pm.**

2. Watch the video Crowded Out and as a group decide whether you want to focus on Barcelona or Venice. Your task as a group is to create a group video presentation about overtourism in either Barcelona or Venice that 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) Has the Covid 19 pandemic been 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. 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.** Support your ideas with facts and citations. **The maximum length for the video is 7 minutes.**

Please look at the optional resources and also 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, although tourists are beginning to return. Has the pandemic been 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.e. 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 or a 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**.

4. One person from each group is responsible for uploading the group's video to the discussion board by T**hursday October 6th 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 October 9th 11.59pm.**

4. 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 bio-sheet as a PDF and upload to Canvas by **Tuesday November 22nd 11.59pm.**

Make-up Policy for LEI 3301: 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.

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 %

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 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 honesty and integrity*.

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/

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.

Nettiquette and Communication Courtesy

All members of the class are expected to follow rules of common courtesy (Links to an external site.) in all email messages, threaded discussions, and chats.

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 Technical 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
    - AccessibilityLinks 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.

Academic and Student Support

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services career.ufl.edu/ (Links to an external site.).
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. cms.uflib.ufl.edu/ask (Links to an external site.)
- **Teaching Center:** 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/ (Links to an external site.)
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: ufl.edu/writing-studio/