Department of Tourism, Hospitality and Event Management, University of Florida

LEI 3303 – Fundamentals of Tourism Planning

Instructor:	Giulio Ronzoni	Class Meeting Days & Hours:	Tue: 3:00pm - 4:55pm Thu: 3:00pm - 3:50pm
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Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	3
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	T: NPB 1001 - Th: FLG 280
Term:	Spring 2023	Class Section:	3986-13800

Course Description

This course will provide an examination of the planning and development functions of the hospitality and tourism industry. The course will cover backgrounds to tourism planning, planning hospitality attractions, development and design standards, planning resorts, and impacts of the industry and how to plan to minimize these impacts. Case studies will be used to help students develop an understanding for the interrelationship among the concepts.

Course Overview

The class is an introductory course covering the international scope of the tourism industry through the business lens. Students will be introduced to the traveling public, tourism promoters, tourism service suppliers, and tourism's external environment. Specific attention is focused on challenges within tourism marketing, tourism intermediaries, tourism technology, transportation, accommodations, food and beverage, attractions and entertainment, destinations, and sustainability. This class looks at the tourism industry through the lens of business, specifically by considering the management, marketing, and finance issues most important to industry members.

Course Objectives & Learning Outcomes

- Understand the principles of modern business and organizational practices in the fields of Tourism and Hospitality.
- Demonstrate critical thinking through the application of analytical tools and techniques for problem solving and decision making in the fields of Tourism and Hospitality.
- Be able to communicate and interact effectively with groups necessary for a career in the fields of Tourism and Hospitality.
- Be able to articulate the skills required and career options available in the dynamic and complex fields of Tourism and Hospitality.
- Understand terminologies appropriate to the tourism industry.
- Understand politics in tourism and hospitality planning.
- Understand internal and external factors that influence individuals' decision to travel.
- Understand environmental and socio-cultural impacts of tourism and hospitality planning.
- Understand marketing strategies used in tourism industry.
- Understand interrelationships among meeting planning, travel systems, food and lodging systems, and tourist attractions.
- Understand current global forces that are shaping the tourism industry for the future.

Required Text and Material
Cook, R., Hsu, C., & Taylor, L. (2018). *Tourism: The Business of Hospitality and Travel*, (6th ed.). New York, NY: Pearson Publishing.
ISBN-13 Number: 978-0134484488 ~ ISBN-10 Number: 0134484487

Supplementary (Optional) Textbook and Material
Morrison, A., Lehto, X., & Day, J. (2018). *The Tourism System* (8th ed.). Kendall Hunt.
ISBN 978-1-4652-9925-3.

Basis for Final Grade

Assignment	Value	Percentage
Attendance / Participation	50	10%
Self-Reflections	50	10%
International Destination Strategic Plan Paper	100	20%
International Destination Strategic Plan Presentation	50	
Quizzes (5x20 points)	100	15%
Exam 1	150	45%
Final Exam	250	
Total	**750**	**100%**

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 95%	B-	80.0%-83.9%	D+	67.0%-69.9%
A-	90%-94.9%	C+	77.0%-79.9%	D	64.0%-66.9%
B+	87.0%-89.9%	C	74.0%-76.9%	D-	60.0%-63.9%
B	84.0%-86.9%	C-	70.0%-73.9%	F	< 60.0%

Professional Courtesy
It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to:

- Timely attendance, unobtrusive entry or exit from a class that is in session
- No open computers, tablets, iPads, etc. unless specifically approved by the instructor
- Cell phone ringers off and cell phones put away
- Body language that demonstrates a state of conscious awareness, no sleeping
- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room

Late Work
There are no make-ups for any assignments including, but not necessarily limited to writing, quizzes, any and all exams, and any and all myhospitalitylab.com associated work, assignments, and quizzes. Essays will not be accepted if submitted after the due date.

Make-Up Policy
Make-up exams or projects are only allowed with a medical certificate (illness or injury), or a letter from a university office (i.e., representing the university at a sporting event, conference, or similar event). Please contact the Professor to arrange a time. Note: the exam could be slightly modified in the event of a make-up.

Academic Integrity
The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. Cheating includes, but is not limited to, giving unauthorized help during an exam, obtaining unauthorized information about an exam before it is administered, using inappropriate sources of information during an exam, altering the record of any grade, altering an answer after an exam has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements. The minimum penalty for cheating is an F for the course.
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php. UF students are bound by The Honor Pledge, which states, "*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.*"
Your quizzes and exams might be proctored by Honorlock.

Attendance Policy
Class attendance and participation is an integral component of this course. You are expected to attend all classes and participate on a regular basis (https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx).
Excused absences will only be allowed for certain reasons:

a) Medical reasons (with a medical note—only state the dates of excuse and not the cause for privacy reasons)
b) Mental health reason (with medical note only stating the dates of excuse and not the cause for privacy reasons)
c) Representing the university at an outside event (i.e., athletes with an appropriate excuse)
d) Student Organization outside event (such as a conference in another city – with advisor note)
e) Court-mandated appearance (with appropriate documentation)
f) Death of a close relative (i.e., father, mother, siblings, aunt, uncle, grandparents – with documentation)
g) Religious holiday (students may choose only one religious' affiliation)

h) Others at the Professor's discretion

Excuses will **not** be allowed for the following:

a) Car troubles and repairs
b) Work, Training
c) Internship
d) Leisure travel
e) Family reunion
f) Anything not included in items a-e in the excused absence section will not be excused

Absences	Penalty
4 or less	Proportional point deduction from the attendance grade
5-6	Deduction from attendance grade + 1 letter grade deduction from the total class grade (i.e., if you had an 'A' you will get a 'B')
7-10	Deduction from attendance grade + 2 letter grade deduction from the total class grade (i.e., if you had an 'A', you will get a 'C')
10 or more	Failure of the entire class (F)

Professionalism Policy

Per university policy and classroom etiquette, mobile phones, iPods, etc., must be silenced during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned, may suffer a reduction in their final class grade.

Recording

No person shall, without the prior written consent of all persons present, transfer or cause to be transferred any sounds or images recorded on a phonograph record, disc, wire, tape, film, videocassette, digital media, or other article or medium now known or later developed on which sounds or images are recorded. Violations of this policy shall result in a failing grade for this course; further, civil and criminal penalties may result.

Services to Students with Disabilities

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Notice of Copyright for Course Syllabus and Lectures

During this course, students are prohibited from selling notes to, or being paid for taking notes by, any person or firm without the express written permission of the instructor. The University requires all members of the University community to familiarize themselves with and follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability as well as disciplinary action under University policies.

Available Resources for Students

- Online Computing Help Desk & e-Learning Support Services: https://helpdesk.ufl.edu.
- Office of Academic Support can be found at https://oas.aa.ufl.edu/.
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. https://teachingcenter.ufl.edu/tutoring/
- Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. https://writing.ufl.edu/writing-studio/.
- U Matter We Care: This initiative aims to assist the community with care-related resources that focus on health, safety, and holistic well-being. https://umatter.ufl.edu/.
- If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: http://www.uflib.ufl.edu/cm/hhp/hhp.html. Or contact the sport, tourism, and recreation subject librarian: http://apps.uflib.ufl.edu/staffdir/SubjectsSpecialist.aspx.
- Counseling and Wellness Center: Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx.

Flexibility and Responsibility

Any portion of this syllabus may be changed at the instructor's discretion. It is the student's responsibility to become aware of changes to the syllabus by reading the instructor's electronic communications.