

LEI 3830 Principles of Travel and Tourism

Fall 2009

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Web Page for Syllabus and Calendars E-learning/WebCT LEI 3830

Office Hours: Wednesday 1.45 - 4.45 p.m., Friday 1.45-2.45pm. Please try and e-mail me in advance to schedule a time to meet during these times. That way you will not have to wait while I am busy with other students.

Class meets: Monday, Wednesday, and Friday 12.50-1.40 p.m. in FLG 230

Required Text: Goeldner, C., & Ritchie, J. R. B., (2009). *Tourism: Principles, Practices, Philosophies*. New York: NY, John Wiley & Sons. Eleventh 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. To provide students with an understanding of the historical development of travel and tourism.
2. To provide students with an overview of the major components of the travel and tourism industry.
3. To provide students with an understanding of the behavioral dimensions of travel and tourism.
4. To provide students with an understanding of the environmental, socio-cultural, and economic impacts of travel and tourism
5. To introduce students to the processes involved in tourism planning and development.
6. To provide students with a basic understanding of the research and marketing strategies used in travel and tourism.
7. To show students why it is necessary to understand all aspects of travel and tourism in order to become more effective practitioners.

Course Content:

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| 1. What is Travel and Tourism? | Chapt. 1 |
| World, national, regional travel and tourism organizations | Chapt. 4 |
| 2. History of Travel and Tourism | Chapt. 2 |
| History of Florida tourism | |

3. Components of the Travel and Tourism Industry	
Tourism components and supply	Chapt. 12
Modes of transportation	Chapt. 5
Hospitality	Chapt. 6
Attractions and entertainment	Chapt. 8
4. The Tourist	
Types of tourist	Chapt. 11
Individual characteristics and tourist roles	Chapt. 11
Socio-cultural impacts – host-guest relations	Chapt. 11
Motivation to travel	Chapt. 9
Destination characteristics and the tourist	Chapt. 10
5. Impacts of Travel and Tourism	
Tourism and the environment	Chapt. 17
Measuring and forecasting demand	Chapt. 13
Economic impacts of tourism	Chapt. 14
6. Tourism Planning and Development	Chapt. 16
7. Marketing Tourism	Chapt. 19
8. The Future of Tourism	Chapt. 20

Optional Reading:

Careers in Travel and Tourism	Chapt. 3
Organizations in the distribution process	Chapt. 7
Tourism policy: Structure, content and process	Chapt. 15
Travel and Tourism Research	Chapt. 18

Assignments and Grading:

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| 1. Exam 1 | Chapts: 1, 2, 4, 5, 6, 8, 12 and class material | 20% |
| 2. Exam 2 | Chapts: 9, 10, 11, 17 and class material | 25% |

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 don't miss important announcements and material not covered in the chapters.

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| 3. Exam 3 | Chapts: 13, 14, 16, 19, 20, and class material | 25% |
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Exam 3 will be held on Wednesday December 9th.

4. Project: Three to Four page paper

25%

- Choose a tourist destination e.g. resort or an attraction e.g. Disney World, or tourism service provider e.g. Convention and Visitor's Bureau. Arrange an interview with an employee who holds a supervisory position (not wait staff, life-guards, front desk clerks etc) at the destination/attraction/tourism service provider of your choice. If you are not sure if your interviewee is tourism related, please ask me, before you go ahead with the interview.

Structure of the Paper 3-4 pages (typed double spaced) (4 pages maximum excluding cover page)

- **Cover Page** – Title of your paper. Your name and UF ID number. Please staple your paper and number your pages.
- Please staple a business card from your interviewee to your title page. If they do not have a business card please provide a name and business phone number.
- **Content of the Paper:**

In three to four double spaced typed pages summarize this interview and provide at least one page of analysis about the destination/attraction/tourism service provider. This analysis should include reference to class material and information from the book.

Use the following sub-headings to structure your paper:

- **1. Description of the Agency**

Find out information about the destination/attraction/tourism service provider. What role does the destination/ attraction/tourism service provider play in the tourism industry? Include a brief history of the organization. What type of tourists does the destination/attraction/tourism service provider serve? How many tourists are served?

- **2. Back ground on the Interviewee**

What is the role of your interviewee in the destination/attraction/tourism service provider i.e. what does their job consist of? How did they get their job? What is their educational background?

- **3. Future Predictions**

What are the predictions of your interviewee for the future of the destination/ attraction/tourism service provider and the future of tourism in general?

- **4. Discussion**

Comprised of at least one page of analysis. Making reference to material covered in class and in the text, assess the effectiveness of the destination/attraction/tourism service provider. Can you see examples of the concepts we have covered in class “at work” in your destination/attraction/tourism service provider?

This paper is due on **Friday November 20th at 12.50pm.** Late papers will have points deducted.

5. Participation in class discussion/attendance and assignments

5%

- At the start of each class a sign-in sheet will be passed around. For each class it is your responsibility to sign-in before class begins. Signing somebody else's name is a violation of the Honor Code. What do I mean by participation? With such a large class, discussion

is hard to achieve, but it is still possible. It is your responsibility to come to class prepared (i.e. having read the assigned chapters) and ready to take an active role in your education.

- The five percent will also include in-class assignments that we will do periodically. Satisfactory participation in these assignments will contribute to your overall percent.
- This five percent of your grade is at my discretion and will be based on attendance and participation.

Grading Information

The new UF grading system will be used for this class. This grading scale includes minus grades. More details can be found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Class Policies and Procedures

1. Tests will be comprehensive in the material they cover. It will not be sufficient to merely read the book.
2. I do not give extra credit. If you are not performing well on the exams, please see me before it is too late (i.e. before the last week of classes) and get help.
3. 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.*
4. If it proves necessary, i.e. we fall behind schedule etc, I reserve the right to make changes, but you will be given sufficient notice.
5. As a courtesy to me, and your fellow class members, please turn off cell phones while in class.