



University of Florida  
College of Health and Human Performance  
Department of Tourism, Recreation and Sport Management

**LEI 3831: Fundamentals of Tourism Planning  
Spring 2009**

**Section 3984: FLG 230, M-W-F 3<sup>rd</sup> period**

**Instructor:** Charles Lane, Ph.D.  
Room 325-A, Florida Gym  
Email: [clane@hnp.ufl.edu](mailto:clane@hnp.ufl.edu)  
Skype: charleslanephd  
Phone # (352) 392-4042 ext. 1299

**Contact information (in order of effectiveness)**

	<p><a href="mailto:clane@hnp.ufl.edu">clane@hnp.ufl.edu</a></p> <p><b>I check my email many times a day. Your email to me must say "LEI 3843" in the subject line. Your message to me must appear in the body of the email, and not as a text attachment. I will not open attachments to read messages.</b></p>
	<p><b>Username: charleslanephd</b></p> <p><b>You can use Skype to call me anytime I am in my office. Skype is a free audio/video calling system that works on both the PC and the Mac.</b></p>
<b>Office</b>	<p><b>325-A Florida Gym</b> Office Hours: Monday and Wednesday, 10:30 – 12:30. Or, anytime on Skype.</p>
<b>Telephone</b>	<p><b>392-4042 x1299</b> The telephone is, by far, the least effective method of reaching me.</p>

**About Your Email...**

It is your responsibility to check your UF email account (and WebCT) for information about this class. Every semester a few students lose the opportunity to complete required or extra credit work because their UF mailbox is full...

**Chair:** Dr. Michael Sagas, Room 300 F

**Required Book:** Tourism Planning, 4<sup>th</sup> edition.

Clare A. Gunn w/ Turgut Var

This class is administered through UF e-Learning (WebCT).

Other course materials will be provided.

**Course Description:**

This course is designed to expand on issues introduced LEI 3830. It will focus on components of tourism development, sustainable tourism principles, host-guest relationships, positive and negative impacts, tourism infrastructure and strategies that have worked at emerging and established tourist destinations. Planning, marketing, monitoring and customer satisfaction concepts are explored.

**Instructional Objectives:**

At the end of the semester, each student passing the course will be able to:

1. Identify and explain the various components of the tourism industry and explain their interrelationships and positive and negative effects on destinations.
2. Identify and discuss critical factors impacting tourism development.
3. Use planning and research techniques to analyze existing tourism operations and develop destination plans.
4. Discuss and be aware of existing examples of creative, successful destinations and strategies employed to make them successful.

**Calendar:** Posted on WebCT

**Course Requirements:**

**Exams (3 @ 100 points):**

Three exams (100 points each) will be administered. Exams will cover material from assigned readings, class lectures, discussions, guest speakers, videos and online assignments.

**You must take the 3 exams at the scheduled times:**

**February 11 (Wednesday)**

**March 18 (Wednesday)**

**April 22 (Wednesday)**

**Friday Online (50 points)**

Most of our Friday class meetings will be online. Friday Online course materials will vary between lecture videos and other assignments. Some of the Friday Online class meetings will require a short assignment due the following Monday by class time.

**Planning Project (50 points)**

- Students will complete a tourism planning project during this course. Materials to assist with this project will be provided.

**Grades**

The grading system is as follows:

Exam 1	100 pts
Exam 2	100 pts
Exam 3	100 pts
Friday Online	50 pts
Planning project	50 pts

**Total 400 points**

**Grading Scale:**

A = 90 – 100%

B<sup>+</sup> = 87 – 89.9%

B = 80 – 86.9%

C<sup>+</sup> = 77 – 79.9%

C = 70 – 76.9%

D<sup>+</sup> = 67 – 69.9%

D = 60 – 66.9%

E = 59.9% or below

**Fault vs. Responsibility**

It is your responsibility to view the Friday Onlines and other online assignments in a timely manor. In an online environment, technical problems may naturally occur – your computer may crash, or you may lose connectivity with your ISP, or you may be out of town and working on an unfamiliar computer. I understand that none of these, or other, problems is your fault. That said, completing the Friday Onlines in a timely manor is still your responsibility. Should you experience computer problems at home you may need to use one of the on-campus computer labs to complete the Friday Onlines.

**Class Policies:**

1. You are responsible for both the information given in class and the readings from the textbook or supplemental resources. All class materials (articles, case studies) will be available for download through WebCT.
2. Attendance is a matter of maturity and professionalism.
3. Late assignments (max 2 days) may be accepted for ½ credit.
4. Regularly scheduled tests will be in multiple choice / short answer format. Make-up exams will be available in some circumstances, in essay format.
5. All cell phones and pagers should be turned off during class.
6. Always be on time for class. If you come to class late, use the back door of the classroom to enter quietly.

**Accommodations for Students with Disabilities:**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Student Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

**Academic Honesty:**

As per the University's Student Rights and Responsibilities ([www.dso.ufl/STG](http://www.dso.ufl/STG)) any student found cheating, plagiarizing a written assignment, or falsifying a course requirement will either receive a failing grade for the course or be referred for university disciplinary action.