

Course Syllabus for RPTS 606
OVERVIEW OF TOURISM

Spring '10

T,H from 3:55-5:10

Instructor: Dr. J. Petrick
Classroom: Francis 151
Office: 205 Francis Hall
Office Hrs: 10:15-11:30am M, W; 2-3 pm Tu (or by appointment)
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Course Description:

An introduction to the field of tourism sciences, and an overview of the scale and scope of the industry and business of tourism; the cooperative and dynamic nature of decision making in tourism; the contributions made by various disciplines towards understanding the consequences of tourism trade and activity; and identification of critical issues in the study of travel and tourism.

THE QUESTION: What do I need to know about the topic at hand, in order to better understand the Tourism Industry?

The presenter of each topic area should make every effort to use this question in guiding each day's class experiences. If you do not feel that we are making connections from class experiences to "real world" applications and needs, refer the presenter back to THE QUESTION.

The major scheme of the class is as follows:

1. What is the point? This is the simplest of the three questions. What is the point of the material? What is the reading, lecture, assignment all about? You will be asked to provide this information every class period.

2. What is the significance? You, and I, will be held accountable for determining the point of the materials we are learning. I want you to be able to tell me why we are bothering to study what we are!

3. What do I do with this? This gets us to the heart of the material. It lets us explore how to apply the material and use it in our services. If we can't answer this question, we are in trouble.

Required Readings:

A reading packet, consisting of 23 different readings (each with approximately 3 articles/chapters to read) will be provided.

Suggested (not required) Text:

Smith, L.J. (1995). Tourism Analysis: A Handbook. Essex, England: Longman Group Limited

Course Objectives:

By the completion of this semester, each student will have had the opportunities to be able to:

1. Understand and appreciate the scope and complexity of the tourism industry
2. Understand the terminology appropriate to the travel and tourism industry.
3. Understand a sampling of research methodologies used in the travel and tourism industry.
4. Apply the principles of Anthropology, Ecology, Economics, Geography, History, Recreation, Marketing, Political Science, Psychology and Sociology to Travel and Tourism.
5. Understand the various career directions available within the travel and tourism
6. Understand the external factors which impact the tourism industry.
7. Understand the economic and environmental impacts of tourism in the host community.
8. Understand current trends and the future outlook for the field of tourism.

Attendance and Participation Policy:

It is expected that each student will be present on each class day having completed the readings or other assignments that prepare one for class discussion. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.

*If the instructor is late for class, it is expected that you will wait 10 minutes.

Assignments:

1. **VALS Assignment (due 3/9): 5 points**
Go to <http://www.strategicbusinessinsights.com/vals/presurvey.shtml> and complete the VALS survey (click on "Take the VALS Survey"). Complete all questions and click on "submit". Write down and print the two VALS Types that represent the answers you gave. List the VALS types that you were classified as, and be prepared to describe the characteristics of these typologies, and whether or not VALS accurately describes you.

2. **Book Report (due 3/23): 10 points**
You are being forced to read a book for pleasure (don't tell other graduate students of this)! You may choose ANY book, related in any manner, to travel and or tourism. By no means does the book need to be academic in nature. Your assignment is to: a) read the whole book, b) write a 2 page (typed) summary of the book, and 3) be prepared to give a 8-10 minute presentation about the story, or knowledge you gained from reading the book while teaching the class the lessons learned (whether they are inside or outside of our field).
3. **Major Paper (due 4/13): 25 points**
You are required to create a literature review in one area of tourist behavior research. The review of literature should be fairly extensive and include key articles in forming the construct examined, as well as articles related to the construct's state of the art. Your grade is dependent on how well you synthesize the articles found. The paper should have good transition from article to article, and should include a minimum of 15 resources. You will also be required to give a 15 minute presentation/discussion of the topic. Topic areas may include, but are not limited to: satisfaction, perceived value, loyalty, service quality, attitudes, expectations, intentions, psychographics, locus of control, etc.
4. **Trends/Future of Tourism Article (due 4/29): 10 points**
You need to bring an article to class relating to either current trends in tourism, or what the future of tourism holds. You will be required to: a) summarize the article (in bullet point form), b) provide a copy of the article and summary to each of your classmates, and c) give a 3 minute presentation of your article.

Performance Evaluation:

At any time during my office hours between April 15th and the end of the semester, you are to come to my office for a performance report (mostly just a chat so I can have a better understanding of who you are). During the meeting we will discuss your potential for: (a) future promotion (passing the class) and (b) getting a raise (higher grade). You will also have a chance during this meeting to steal from my candy jar, and discuss your future and/or mine.

Readings/Presentations: 15 points

Reading assignments for the class will be provided in advance of the class they are due for. You will be expected to read and comprehend the material, so that you may discuss it during the following class period. You will also be expected to present one reading packet during the semester. Presentation of readings will be rotated from person to person. You will be required to write 5 discussion questions for each article which you present. The five discussion questions must be typed and distributed the class the class BEFORE the topic will be presented. Your presentation may include overheads, powerpoint, etc. Your grade will be dependent on how clearly you convey and teach the days message.

Participation: 10 points

Ten points will be given for class participation. Students that regularly interact (positively) within the class discussion will generally receive all 10 points. Participation will also be related to attendance and attentiveness during class.

Exam:

The final exam will be a take home, comprehensive exam. You will be able to utilize as many resources as necessary to complete it. It will be handed out on 4/27 and will be due at noon on 5/4.

Grading:

If at anytime you feel that you were unfairly evaluated for the work you have completed, please contest the grade either after class, or during my office hours. Grades may be contested up to two weeks following the day they are posted. Grading will be as follows:

Assigned Points

Assignment #1 (VALS)	5 points
Assignment #2 (Book Report)	10 points
Assignment #3 (Major Paper)	25 points
Assignment #4 (Trends)	10 points
Readings/Presentation	15 points
Participation	10 points
Final Exam	<u>25 points</u>
Total:	100 points

Grading Scale

90 - 100 points	=	A
80 - 89 points	=	B
70 - 79 points	=	C
60 - 69 points	=	D
59 or fewer pts	=	F

*Please note that the requirements and procedures stated in the syllabus are subject to change. All changes to this syllabus will be announced in class.

CLASS SCHEDULE
(Subject to Change)

Week of... (a)	(b)
1/19 Syllabus Day!!	Readings #1: Intro to Tourism
1/26 Readings #2: Def's of Tourism	Readings #3: Def's of Tourism *article draft day!
2/2 Readings #4: Tourism Systems	Readings #5: History of Tourism
2/9 Readings #6: Recreation/Tourism	Readings #7: Recreation/Tourism
2/16 Readings #8: Ecology	Readings #9: Ecology
2/23 Readings #10: Anthropology	Readings #11: Anthropology
3/2 Readings #12: Sociology	Readings #13: Research Methods
3/9 Readings #14: Geography	Readings #15: Political Science
3/16 Spring Break!!	Spring Break!!
3/23 Book Reports!!	Readings #16: Psychology
3/30 Readings #17: Psych/Consumer Behavior	Readings #18: Marketing
4/6 Readings #19: Marketing/Mngmt.	Consumer Behavior Reports!!
4/13 Consumer Behavior Reports!!	Readings #20: Econ.
4/20 Readings #21: Econ	Readings #22: Trends
4/27 Readings #23: Future of Tourism	Future of Tourism Discussion

Readings/Bibliography

Readings #1

Smith, L.J. (1995). An overview of tourism research (Chapt. 1). In Tourism Analysis: A Handbook. Essex, England: Longman Group Limited.

Havitz, M.E. (1991). On fudgies, fishing, and track meets: Some thoughts on leisure travel and travel research, 41-51. In J.B. Zeiger & L.E. Caneday (Eds) Tourism and Leisure: Dynamics and Diversity. Arlington, VA: NRPA Publications.

Xio, H. & Smith, S.L.J. (2006). The making of tourism research. Annals of Tourism Research, 33 (2), 490-507.

Readings #2

Smith, L.J. (1995). Defining and describing tourism (Chapt. 2). In Tourism Analysis: A Handbook. Essex, England: Longman Group Limited.

Smith, L.J. (1988). Defining tourism: A supply-side view. Annals of Tourism, 15, 179-190.

Chadwick, R.A. (1994). Concepts, definitions, and measures used in travel and tourism research (Chapt. 7). In Richie, B.J.R. and C.R. Goeldner (Eds), Travel and Tourism Hospitality Research. John Wiley and Sons.

Readings #3

Dann, G. Tourism as language (Chapt. 2). In The Language of Tourism: A Sociolinguistic Review.

Cohen, E. Who is a Tourist?: A Conceptual Clarification.

Woodside, A.G., MacDonald, R. & Burford, M. (2004). Grounded theory of leisure travel. Journal of Travel & Tourism Marketing, 17 (1), 7-39.

Readings #4

Lieper, N. (1990). Tourism and tourism systems. In Leiper, N. (Ed.) Tourism Systems: An Interdisciplinary Perspective.

Gunn, C.A. (1994). Tourism as a system (Chapt. 2). In Tourism Planning: Basics, Concepts, Cases. Washington, DC: Taylor and Francis.

Fessenmaier, D.R. & Uysal, M. (1991). The tourism system: Levels of economic and human behavior. In Zeiger, J.B. and Caneday, L.M. (Eds.) Tourism and Leisure: Dynamics and Diversity. Alexandria: NRPA.

Readings #5

Towner, J. & Wall, G. (1991). History and tourism. Annals of Tourism Research, 18 (1), 71-84.

Fridgen, J.D. (1996). Historical dimensions (Chapt. 1). In Dimensions of Tourism. East Lansing, MI: AHMA.

Ford, R.C. & Peeper, W.C. (2007). The past as prologue: Predicting the future of the convention and visitor bureau industry on the basis of its history. Tourism Management, 28, 1104-1114.

Readings #6

Smith, L.J. & Godby, G.C. (1991). Leisure, Recreation and tourism. Annals of Tourism Research, 18 (1), 85-100.

Echtner, C.M. & Jamal, T.B. (1997). The disciplinary dilemma of tourism studies. Annals of Tourism Research, 24 (4), 868-883.

McKercher, B. (1996). Differences between tourism and recreation in parks. Annals of Tourism Research, 23 (3), 563-575.

Readings #7

Tribe, J. (1997). The indiscipline of tourism. Annals of Tourism Research, 24 (3), 638-657.

Leiper, N. (2000). An emerging discipline. Annals of Tourism Research, 27 (3), 805-809.

Tribe, J. (2000). Indisciplined and unsubstantiated. Annals of Tourism Research, 27 (3), 809-813.

Cheng, C.K., Li, X., Petrick, J.F., & O'Leary, J.T. (2010). An examination of tourism journal development. Tourism Management, *in Press*.

Readings #8

Farell, B.H. (1991). Ecology and tourism. Annals of Tourism Research, 18 (1), 26-40.

Fennell, D.A. (1999). Ecotourism and ecotourists (Chapt. 2). In Ecotourism: An Introduction. New York: Rutledge.

Orams, M.B. (1995). Towards a more desirable form of ecotourism. Tourism Management, 16 (1), 3-8.

Readings #9

McKercher, B. (1993). The unrecognized threat to tourism: Can tourism survive

'sustainability'? Tourism Management, 14 (2) 131-136.

Jamal, T.B. (2004). Virtue ethics and sustainable tourism pedagogy: Phronesis, principles and practice. Journal of Sustainable Tourism, 12 (6), 530-544.

Johnston, R.J., & Tyrrell, T.J. (2005). A dynamic model of sustainable tourism. Journal of Travel Research, 44, 124-134.

Readings #10

Nash, D. & Smith, V.L. (1991). Anthropology and tourism. Annals of Tourism Research, 18 (1), 12-25.

Murphy, P.E. (1985). Hospitality and authenticity issues (Chapt. 8). In Tourism a Community Approach. New York: Routledge.

West, P., and Carrier, J. (2004). Ecotourism and Authenticity: Getting Away from it All? Current Anthropology, 45 (4), 483-491

Readings #11

Galani-Moutafi, V. (2000). The self and the other: Traveler, ethnographer, tourist. Annals of Tourism Research, 27 (1), 203-224.

Borocz, J. (1996). Leisure migration (Chapter 1). In Leisure Migration: A sociological Study of Tourism. Oxford: Pergamon.

Williams, S. (1998). Inventing places: Cultural constructions and alternative tourism geographies (Chapt. 8). In Tourism Geography. New York: Routledge.

Readings #12

Dann, G. & Cohen, E. (1991). Sociology and tourism. Annals of Tourism Research, 18 (1), 155-169.

Murphy, P.E. (1985). Social and cultural strategies (Chapt. 9). In Tourism a Community Approach. New York: Routledge.

Palmer, C. (2005). An ethnography of Englishness: Experiencing identity through tourism. Annals of Tourism Research, 32 (1), 7-27.

Readings #13

Dann, G., Nash, D. & Pearce, P. (1988). Methodology in tourism research. Annals of Tourism Research, 15 (1), 1-28.

Walle, A. (1997). Quantitative versus qualitative tourism research. Annals of Tourism Research, 24 (3), 524-536.

Stewart, W.P. & Hull IV, R.B. (1996). Capturing the moments: Concerns of in situ leisure research. Journal of Travel and Tourism Marketing, 5 (½), 3-20.

Petrack, J.P., Tonner, C. & Quinn, C. (2006). Utilization of critical incident technique to examine cruise passengers' repurchase intentions. Journal of Travel Research, 44, 273-280.

Readings #14

Mitchell, L.S. (1991). Geography and tourism. Annals of Tourism Research, 18 (1), 57-70.

Hall, C.M. & Page, S.J. (1999). Introduction: Tourism matters! (Chapt. 1). In The Geography of Tourism and Recreation. New York: Routledge.

Mill, C.M. & Morrison, A.M. (2006). Geography of travel: The characteristics of traveler flows. In The Tourism System: Fifth Edition. New Jersey: Prentice-Hall.

Butler, R. (2004). Geographical research on tourism, recreation and leisure: Origins, eras and directions. Tourism Geographies, 6, (2), 143-162.

Readings #15

Mathews, H.G. & Richter, L.K. (1991). Political science and tourism. Annals of Tourism Research, 18 (1), 120-135.

Richter, L.K. (1989). The politics of tourism: An overview (Chapt. 1). In The politics of Tourism in Asia. Honolulu: University of Hawaii Press.

McGehee, N.G. & Meng, F. (2006). The politics of perception: Legislative images of the tourism industry in Virginia and North Carolina. Journal of Travel Research, 44, 368-378.

Readings #16

Pearce, P.L. & Stringer, P.F. (1991). Psychology and tourism. Annals of Tourism Research, 18 (1), 57-70.

Mannell, R.C. & Iso-Ahola, S.E. (1987). Psychological nature of leisure and tourism experience. Annals of Tourism Research, 14, 314-331.

Van Raaij, W.F. & Crofts, J.C. (1994). Introduction: The economic psychology of travel and tourism. Journal of Travel and Tourism Marketing, 3 (3), 1-19.

Steiner, C.J. & Reisinger, Y. (2006). Understanding existential authenticity. Annals of Tourism Research, 33, 2, 299-318.

Readings #17

Dimanche, F. & Havitz, M.E. (1994). Consumer behavior and tourism: Review and extension of four study areas. Journal of Travel and Tourism Marketing, 3 (3), 37-57.

Sneppenger, D., King, J. Marshall, E. And Uysal, M. (2006). Modeling Iso-Ahola's motivation theory in the tourism context. Journal of Travel Research, 45, 140-149.

Morais, D., Dorsch, M.J. & Backman, S.J. (2004). Can tourism providers buy their customers' loyalty? Examining the influence of customer-provider investments on loyalty. Journal of Travel Research, 42, 235-243.

Ekinci, Y. & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. Journal of Travel Research, 45, 127-139.

Readings #18

Calantone, R.J. & Mazanec, J.A. (1991). Marketing management and tourism. Annals of Tourism Research, 18 (1), 57-70.

Levitt, T. (1981). Marketing intangible products and product tangibles. Harvard Business Review, 2, 94-102.

Ritchie, J.R.B. (1996). Beacons of light in an expanding universe: An assessment of the state-of-the-art in tourism marketing/marketing research. Journal of Travel and Tourism Marketing, 5 (4), 49-84.

Readings #19

Vargo, S.L. & Lusch, R. (2004). Evolving to a new dominant logic for marketing. Journal of Marketing, 68, 1-17.

Li, X. & Petrick, J.F. (2008). Tourism marketing in an era of paradigm shift. Journal of Travel Research, 46(3), 235-244.

Litvin, S.W., Goldsmith, R.E. & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. Tourism Management, 29, 458-468.

Readings #20

Eadington, W.R. & Redman, M. (1991). Economics and tourism. Annals of Tourism Research, 18 (1), 41-56.

Murphy, P.E. (1985). Economic cycles and benefits (Chapt. 6). In Tourism a Community Approach. New York: Routledge.

Uysal, M. & Crompton, J.L. (1985). An overview of approaches used to forecast tourism demand. Journal of Travel Research, 24, 7-15.

Readings #21

Crompton, J.L. (2006). Economic impact studies: Instruments for political shenanigans? Journal of Travel Research, 45, 67-82.

Libreros, M., Massieu, A. & Meis, S. (2006). Progress in tourism satellite account implementation and development. Journal of Travel Research, 45, 83-91.

Alegre, J. & Jauneda, C. (2006). Destination loyalty: Consumers' economic behavior. Annals of Tourism Research, 33 (3), 684-706.

Readings #22

Jones, P. (1999). Operational issues and trends in the hospitality industry. Hospitality Management, 18, 427-442.

Weaver, A. (2005). The McDonaldization thesis and cruise tourism. Annals of Tourism Research, 32 (2), 346-366.

Cooper, C. (2006). Knowledge management and tourism. Annals of Tourism Research, 33 (1), 47-64.

Gretzel, U. (2006). Consumer generated content: Trends and implications for branding. e-Review of Tourism Research, 4 (3), 9-11.

Readings #23

Crompton, J.L. (1990). Tourism Research: Redirections for the Nineties. Closing address presented at the outdoor recreation trends symposium III in Indianapolis.

Pizam, A. (1999). Life and tourism in the year 2050. International Journal of Hospitality Management, 18, 331-343.

Crompton, J.L. (???). Issues related to sustaining a long-term research interest in tourism. Journal of Tourism Studies, 16(2),34-43

Hager, M.L. (1997). The non-stop city and other heretical notions about time. The Futurist, 31(3), 39-42.