



HFTM*4170 International Tourism (Winter 2017) [0.5 credit]

General Course Information

Instructor: HS Chris Choi
Email hwchoi@uoguelph.ca
Office Location MACS #304
Office Hours By appointment
Department/School HFTM

Class Schedule: Wednesdays, 8:30-11:30 am, MACS #129

Pre-requisites: 14.00 credits including [HTM*3160](#)

Course Description

This course encourages students to develop a cross-cultural awareness of the dimensions and issues of tourism, and the trends that shape the various sectors of the industry in every region of the world. Students will gain knowledge of the social, political and economic impacts of tourism globally, the patterns of international travel, regional development and marketing implications.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

- 1) *Demonstrate an understanding of the global tourism environment and trends driving its development in terms of arrivals and expenditures;*
- 2) *Demonstrate an understanding of the patterns of development in tourism regions;*
- 3) *Analyse and evaluate the various sectors that constitute the tourism industry in Canada and worldwide and their likely evolution throughout the 21st century;*

Discipline/Professional and Transferable Skills:

- 4) *Apply data interpretation skills and demonstrate the ability to read statistical tables and graphs;*
- 5) *Display enhanced writing and presentation skills through a variety of critical and analytical assignments;*

Attitudes and Values:

- 6) *Show critical appreciation of the trends shaping our world as they pertain to tourism*
- 7) *Engage in collaboration and constructive criticism to help peers improve their own work.*

Indicative Content

Note: Almost every class will start with a discussion of current events. Please bring discussion topics to every class and keep a written record of these to hand in during the last class. These will be a large part of your participation grade.

I am working on having a number of guest speakers come to class. Depending on their availability, it may impact course flow.

Readings can be found in courselink. I will add to these as they become available.

These 2 books can be found on course reserve in the library:

1. Yeoman, I. (2012). *2050-tomorrow's tourism* (Vol. 55). Channel View Publications.
2. Knowles, T., Diamantis, D., & El-Mourhabi, J. B. (2004). *The globalization of tourism and hospitality: A strategic perspective*. Cengage Learning EMEA.

Week	Topics	Readings
Week 1, Jan 11	Introduction and course overview; formation of groups Definitions and trends in International tourism Major issues impacting tourism globally	Megatrends Defining Travel In 2015/6 Top 10 Global Consumer Trends For 2015/6 Global Travel Trends
Week 2, Jan 18 (Job Fair – shortened class)	Overview of international tourism: Regions of the world, <i>industrialized</i> versus <i>developing</i> countries	<i>International Tourism Policy</i> <i>Tourism Towards 2030 / Global Overview</i> <u>Tourism 2020 Vision Vol. 7 Global Forecast and Profiles of Market Segments</u>
Week 3, Jan 25	Trends, issues and strategic marketing: <i>travel trade and distribution</i> Global Regions: Americas <i>Canada, USA, Caribbean, Latin America</i>	<i>Tourism 2020 Vision Vol. 2 Americas</i>
Week 4, Feb 1	Global Regions: Europe <i>UK, Germany, Northern Europe, Eastern Europe, Russia, Southern Europe</i>	<i>Tourism 2020 Vision Vol. 2 Americas</i> <i>Tourism 2020 Vision Vol. 4 Europe</i>
Week 5, Feb 8	Global Regions: <i>Middle East, Northern Africa, Sub-Saharan Africa, South Africa</i>	<i>“Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods”</i> <i>Tourism 2020 Vision Vol. 1 Africa</i> <i>Tourism 2020 Vision Vol. 5 Middle East</i>
Week 6, Feb 15	International Tourism Policy	
Feb 24		Reading Week
Week 7, Mar 1	Global Regions: <i>Asia Pacific</i> <i>India, East Asia, Australia/New Zealand</i>	<i>Tourism 2020 Vision Vol. 3 East Asia & Pacific</i>
Week 7, Mar 8	Trends, issues and strategic marketing: <i>Country/city branding strategies & Smart tourism</i>	
Week 9, Mar 15	Trends, issues and strategic marketing: <i>Lodging sector – Sharing economy and the Hotel industry</i>	
Week 10, Mar 22	Trends, issues and strategic marketing: <i>food service sector – Fast food/casual/fine dining & Consumer trends</i>	
Week 11, Mar 29	Trends, issues and strategic marketing: <i>transportation sector – Cruise and Air Transportation</i>	
Week 12, Apr 05	Trends, issues and strategic marketing: <i>transportation sector – Cruise and Air Transportation</i>	Wrap up

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Commentary on 2 papers	1,2, 4, 5, 6, 7	Feb 8; dropbox
Assessment 2:	20%	Trend Analysis	1,2, 4, 5, 6,	Feb 15, dropbox
Assessment 3:	25%	Sector presentation (2 students)	1,2, 3, 4, 5, 7	Mar 1-22; dropbox
Assessment 4:	15%	Exam	1, 2, 4, 6	In class, March 20
Assessment 5:	10%	Participation	1, 2, 4, 6, 7	Throughout course; in class on last day
Assessment 6	5%	One min paper	1, 2, 4, 6, 7	
Assessment 7	5%	Regional tourism presentation	1,2, 4, 5, 6	Jan 18 – Feb 5
Total	100%			

Grading Policies6

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/>

Assignments are to be submitted **ELECTRONICALLY in Word** through the Courselink dropbox as indicated, except for participation. A penalty (5%) per day will apply to late assignments unless accompanied by a medical certificate. *Please note that these policies are binding unless academic consideration is given to an individual student. Detailed grading schemes will be posted for these assignments.*

Course Policy on Group Work:

If students choose to do a group project, PRIOR APPROVAL BY THE INSTRUCTOR MUST BE OBTAINED and individual responsibilities for the submitted assignment must be agreed to between the students and the instructor

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

Course Resources

Recommended Textbooks:

Lockwood, A., & Medlik, S. (eds.) (2001). *Tourism and Hospitality in the 21st Century*. London, UK: Elsevier Science Ltd.

Additional readings are posted to Courselink.

Other Resources:

Students are expected to read at least one major newspaper daily for developments that impact on the supply or demand of tourism, as well as sign up to at least two listservs that specialize in tourism news. Examples include:

- <http://www.eturbonews.com/>
- http://www.tourism-review.com/get_email_news.php
- Travelmole (and a whole series of newswires)
http://www.travelmole.com/select_nwire.php?m_id=rmv_rd-A&mpnlog=1&unsub=3#3
- <http://www.greenlodgingnews.com/>
- <http://www.hotelnewsresource.com/>
- <http://www.hospitalitynet.org/>
- <http://www.canadatourism.com/en/ctc/ctx/>
- <http://www.hotel-online.com/>
- <http://www.starktourism.com/>
- Test your regional geography at <http://www.lizardpoint.com/fun/geoquiz/>

Most of these websites also have archives and are searchable, which makes them an excellent resource for some of the assignments.

Course Assessments

Commentary (2 papers) (20%)

Each student will be assigned to assess two reports and provide comments on them. Grades will be given for the thoughtfulness of constructive criticisms and corrections of spelling, grammar and referencing.

Regional Tourism Trend Presentation (5%)

On the first day of class, each student will be assigned a region and presentation date and will prepare a 10-minute presentation.

Trend Analysis Report (20%)

During the first week of classes, a number of major trends affecting the evolution of tourism in different regions of the world will be discussed. Students will choose one specific trend and research its importance, evolution and anticipated impacts. Grades will recognize both the depth and breadth of the analysis. Good statistics must support statements.

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| • Description of trend | 3% |
| • Historic perspective (e.g. past 10 years) | 3% |
| • Breadth of impacts to date | 5% |
| • Anticipated future evolution and impacts (e.g. next 5 years) | 5% |
| • Grammar, spelling and presentation | 2% |
| • Sourcing and referencing | 2% |

Guidelines for preparing individual trend report:

Papers should be typed in Times New Roman, 12-pt font, double-spaced and free of spelling and grammatical errors. Length should be eight to 10 pages (max!) for the trend report. Papers must be properly referenced using the APA referencing format. Up to 25% of the grade can be affected by an unprofessional presentation. Assignments are due on Feb. 15. Late submissions will be penalized (5% of grade per day late). BONUS: Best papers will have the opportunity to be published:

<http://atrium.lib.uoguelph.ca/xmlui/handle/10214/2472>

Sector Presentation (25%)

- On the first day of class, groups of 2 will be assigned a sector topic and presentation date.
- Each group member will decide which sub-sector they wish to research.
- Groups must discuss the presentation with the professor, and submit a draft presentation in advance of the class presentation.
- Each presentation should last 50 to 60 minutes. The group will be responsible for challenging and engaging the rest of the class in discussion.
- Each member of the group must take part in the presentation.
- Group members must submit a confidential peer evaluation on the day of the public presentation. A peer evaluation form will be provided.

Group Presentation:

- Macro overview of sector 2%
- Summary of the developments (past decade) in context 5%
- Current issues facing the sub-sector 5%
- Structural changes that are occurring 5%
- Projections for future developments 5%
- Oral presentation and engagement 3%

Final Exam (15%)

In accordance with University of Guelph exam policies and procedures, students are responsible for ensuring that they do not have a time conflict with examinations in other courses.

The final exam will be cumulative; with emphasis on material covered in the entire semester. Students will be notified of the format, style, and location in advance.

Class Participation (10%)

You must participate in class in order to make the discussions interesting, insightful, and fun. However, there is no need to contribute in every session. Some of the best contributors are those who participate in a few sessions, but whose comments are always insightful and compelling. The key issue is one of quality, not quantity. Although most comments arise during the case discussions, participation during the lectures is also encouraged.

We should work together to make each class session a lively, stimulating, and intellectually rewarding venture in group learning. You are individually and collectively responsible to that end. Believe me, nobody (including me) wants to hear me ramble on endlessly about the course concepts without engaging in class discussion. The best classes are those that are highlighted by an interactive discussion about the potential marketing opportunities that arise from course concepts or from case issues. As such, we are all co-producers of knowledge.

You will be rewarded by IT Bucks at any time during class. The IT bucks will be awarded to students who participate in class discussion. At the end of each class, the IT bucks awarded should return to me with their name on the back of the awarded IT Buck(s). If your participation has a greater value, you will get a bigger dollar value (e.g. 2 IT bucks). Your participation mark will be determined based on the accumulated IT bucks.

- 1 - 16 Bucks = 1
- 17 - 32 Bucks = 2
- 33 - 48 Bucks = 3
- 49 - 63 Bucks = 4
- 64 - 71 Bucks = 5
- 72 - 79 Bucks = 6
- 80 - 87 Bucks = 7
- 88 - 95 Bucks = 8

- 96 - 103 Bucks = 9
- 104 + Bucks = 10

One Minute Paper (5%)

You will be asked to provide your comments based on the following two questions:

1. What is one 'muddiest' point still remaining at the conclusion of today's class?
2. Any other comments, suggestions, or questions?

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-amisconduct.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Drop date

The last date to drop one-semester courses, without academic penalty, is **March 10, 2017**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c03/c03-wintersem.shtml>