FNRM 3201  
SPRING 2017  
3 Credits/No prerequisites  
9:45-11:00 Tu, Th  103 Appley Hall  
Office Hours: T/TH 11:45-1:00 or by apt  
INTRODUCTION TO TRAVEL & TOURISM  
Instructor: Cynthia Messer  
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cmesser@umn.edu  
Office: 448 Coffey Hall, St Paul Campus

Syllabus

COURSE DESCRIPTION: Travel and tourism is called one of the largest industries in the world today. This course introduces students to the nature, structure and complexity of the travel & tourism system. Specific focus is placed on understanding the tourism system and its impact globally on economies, environments and people. Using a lens of sustainability, students will examine the functions and interconnectedness of the various sectors within the tourism system, and the role of diverse and sometimes competing priorities of stakeholders in the creation, delivery and integration of tourism. The course uses readings, case studies, discussion, and applied projects to develop students’ understanding of tourism and how communities, businesses and government can maximize benefits associated with the demand for tourism while protecting the natural and human resources upon which it depends.

COURSE OBJECTIVES

By the end of the course students will:

- Define and describe travel and tourism as a system
- Identify major events in the evolution of the travel and tourism industry
- Describe how tourism is organized
- Differentiate the various sectors that comprise tourism
- Identify trends and challenges for tourism
- Apply understanding to a local community tourism scenario
- Demonstrate their understanding through written and oral presentations

REQUIRED READINGS:


Additional readings related to specific topics will be assigned periodically during the term. These are considered required reading.

This class is supported with a Moodle page. [www.moodle.umn.edu](http://www.moodle.umn.edu)  Powerpoints, assignments and links to readings will be posted weekly. You are responsible for all materials posted whether they are distributed/discussed in class or not.

GENERAL COURSE SCHEDULE (TENTATIVE)  See weekly schedule for details

Week 1  
Introduction to course, expectations  
Tourism in Perspective - what is travel & tourism, definitions  
Chapter 1 & 2 in Goeldner & Richie

Week 2  
History of travel and tourism, significance of tourism today  
Chapters 3, 4 & 15  Goeldner & Richie

Week 3  
How tourism is organized: government role in tourism  
Chapter 4 & 15  Goeldner & Richie, handouts
Week 4  Tourism Supply: transportation
Chapter 5  Goeldner & Richie

Week 5  Tourism Supply: transportation continued
Speaker or activity

Week 6  EXAM  covers first 5 weeks

Week 7  Tourism Supply: hospitality and related services
Chapter 6  Goeldner & Richie

Week 8  The Distribution Process: systems and intermediaries
Chapter 7  Goeldner & Richie

Week 9  Tourism Supply: attractions, entertainment & recreation
Chapter 8  Goeldner & Richie

Week 10  Tourism: Demand: motivation and the experience
Chapter 9, 10  Goeldner & Richie

Week 11  EXAM  Covers all information since last exam

Week 12  Tourism: Components & Communities

Week 13  Putting it all together: marketing the tourism experience
Chapter 19  Goeldner & Richie

Week 14  Trends & Challenges
Chapter 20  Goeldner & Richie
Group Project Presentations

Week 15  Presentations & Final Exam

1. **STUDENT ASSIGNMENTS:**
   
   **Case Study (90 points)**
   Research a sector of the tourism industry. Develop an analysis of the sub-sector including, but not limited to a discussion of the sector's history, growth, trends, problems and opportunities. More information provided with assignment.

   **Group Project (100 points total – 90 for paper / 10 for presentation)**
   Students will collaborate in teams to address a community-based issue. This will includes working with community contacts to research the issue, then developing and presenting a written paper and in-class presentation. Details will be provided in class when the project is assigned.

   **Writing Help**
   - The U of M Center for Writing offers online resources, tutors, and walk-in hours.
   - The U of M Library offers Refworks and information on research, formatting etc
2. COURSE GRADING AND EVALUATION:

Grading is based on an A-F basis.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>90</td>
</tr>
<tr>
<td>Exam 2</td>
<td>90</td>
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<tr>
<td>Case Study</td>
<td>90</td>
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<tr>
<td>Class Participation</td>
<td>10</td>
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<tr>
<td>Group Project</td>
<td>100</td>
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<tr>
<td>Final Exam</td>
<td>120</td>
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TOTAL POSSIBLE 500

Course Grade is based upon the total points earned for the semester:

- A: 465-500
- A-: 450-464
- B+: 435-449
- B: 415-434
- B-: 400-414
- C+: 385-399
- C: 365-384
- C-: 350-364
- D+: 335-349
- D: 315-334
- D-: 300-314
- F: under 300

Late assignments are penalized 15 points for each day they are late up to a maximum of 3 calendar days after the due date. Work is considered late if not turned in before or during class on the due date. The clock begins ticking at the end of the class period in which work is due (i.e. that is day 1). After three days, no late work will be accepted and the recorded grade for the exam or assignment will be F. Exception may be made only for an officially documented emergency.

A grade of I (incomplete) will not be assigned except in the case of officially documented emergency. Extra work to raise a grade is not permitted by University policy.

3. INSTRUCTIONAL STRATEGIES:
Class sessions will include lectures, discussion, case studies, guest speakers, and audio-visual presentations. **Discussion and cooperative learning is a valued part of the class experience.** Please come to class prepared to answer questions, participate in discussion, and engage in cooperative learning activities. The class sessions will supplement and analyze assigned texts and materials. Students are responsible for all assigned readings and materials presented in class and on the class Moodle site.

4. TECHNOLOGY: All students will produce all work on the computer and make presentations using PowerPoint. The Internet will be used for web searches, e-mail exchanges and/or threaded discussions.

5. DIVERSITY AND INTERNATIONALIZATION: Tourism by nature embraces diversity and internationalization. This class will explore tourism in the broadest terms using examples and opportunities to highlight diversity. We anticipate that the makeup of the student body will include international students. Many of the traditional and non-traditional tourism activities and websites are designed to reinforce these concepts.

6. STUDENT ACADEMIC INTEGRITY AND SCHOLASTIC DISHONESTY
Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty.
Failure to do so by seeking unfair advantage over others or misrepresenting someone else’s work as your own, can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

_Scholastic Dishonesty: Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis._

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask the instructor. For more information, see the University’s website at [http://www1.umn.edu/oscai/](http://www1.umn.edu/oscai/)

8. **SEXUAL HARASSMENT:** University policy prohibits sexual harassment as defined in the May 17, 1984 policy statement. Copies of this policy statement on sexual harassment are available at 419 Morrill Hall and at the Political Science Department 141 Social Studies. Complaints about sexual harassment should be reported to the University Office of Equal Opportunity at 419 Morrill Hall.

9. **DISABILITY SERVICES:** University policy calls for reasonable accommodations to be made for students with disabilities on an individualized and flexible basis. Accommodations are determined by Disability Services through consultation with the student and other relevant members of the campus community. For more information, please see the University’s website at [http://ds.umn.edu/Student](http://ds.umn.edu/Student)

It is the student’s responsibility to seek available assistance at the University and to request reasonable accommodations. Students who suspect they may have a disability or who would like _general disability information_ are encouraged to contact Disability Services.