

**Semester at Sea Course Syllabus
Colorado State University, Academic Partner**

Voyage: Fall 2017
Discipline: Natural Resource Recreation and Tourism
Course Number and Title: NRRT 270 Principles of Natural Resource Tourism
Division: Lower
Faculty Name: Heather Gibson Ph.D.
Semester Credit Hours: 3

Meeting: B Day 1100-1220, Kaisersaal Starboard

Prerequisites: None

COURSE DESCRIPTION

This course provides students with an overview of the travel and tourism industry. Course content will cover historical, behavioral, societal, environmental, and business aspects of travel and tourism. Students will gain an understanding of the organization of this multifaceted industry and the basics of supply and demand of a global industry that is constantly changing and adapting to new innovations. As we visit new destinations students will be challenged to observe and interact with the various facets of the tourism industry they encounter and to bring this knowledge back to the classroom setting where it will be compared to the US context.

LEARNING OBJECTIVES

1. To understand the scale and impact of the tourism industry at global and local levels.
2. To know about the organization of the travel and tourism industry into supply and demand components and the role of professional and trade associations.
3. To understand the operation and role of attractions, hospitality and transportation in the supply side of the tourism industry
4. To distinguish different types of tourist and factors that influence individuals' travel behaviors and preferences.
5. To describe the positive and negative impacts of the tourism industry on communities and individuals.
6. To understand the basics of planning, demand, economic impact and marketing in the operation of the tourism industry
7. To be aware of the effects of current and future economic, natural, and social incidents on tourism flows.
8. To provide students with an understanding of the travel and tourism industry so they can be informed consumers when they visit the ports of call throughout the semester.

REQUIRED TEXTBOOKS

AUTHOR: Goeldner, C., & Ritchie, J. R. B.
TITLE: *Tourism: Principles, Practices, Philosophies*
PUBLISHER: New York: NY, John Wiley & Sons
ISBN #: 978-1118071779

DATE/EDITION: 2011 / 12th Edition

TOPICAL OUTLINE OF COURSE

Depart Bremerhaven, Germany – September 9

B1 – September 12: Introduction to the scale and significance of travel and tourism at the global and local levels. As statistics are introduced so are the related professional associations and organizations – Chapters 1 & 4

B2 – September 14: What is travel and tourism 2 (US level compared with Germany and Spain) – Chapters 1 & 4

Barcelona and Valencia, Spain – September 15-18

B3 – September 20: History of Travel and Tourism I – Chapter 2

B4 – September 22: History of Travel and Tourism II – Chapter 2

No Class – September 23

B5 – September 25: Modes of Transportation I – Chapters 5 & 12

Components & characteristics of supply are blended into lectures on the three components of the industry: transportation, hospitality and attractions. Also examples will be tailored to the up and coming ports of call.

Tema and Takoradi, Ghana – September 27 -30

B6 – October 1: Modes of Transportation II. Includes trends in cruise industry Chapters 5 & 12

B7 – October 4: Hospitality I: Lodging sector – Chapter 6

B8 – October 6: Hospitality II: Food and MICE Sectors – Chapter 6

Cape Town, South Africa – October 7-12

B9 – October 14: Attractions and Entertainment I Theme parks and gaming & miscellaneous attractions – Chapter 8

No Class – October 16

B10 – October 17: Attractions and Entertainment II: Outdoor recreation (parks and natural areas; safaris), Sport, events and Shopping – Chapter 8

Port Louis, Mauritius – October 19

B11 – October 20: Host and Guests – The positives and negatives of tourism - link back to what you saw in Africa and Mauritius – Chapter 11

No Class – October 22

B12 – October 23: Mid-Term Exam

Cochin, India – October 25-30

No Class – October 31

B13 – November 1: Understanding different types of tourist –sociology of tourism – tourist role theory and understanding you as a tourist. Chapter 11

B14 – November 3: Factors affecting different types of tourists –includes future trends such as demographic shifts; life stage; technology, and the emerging markets of Pacific Asia etc. – Chapter 11

Yangon, Myanmar – November 4-8

B15 – November 10: Tourism and motivation – Chapter 9

No Class – November 11

B16 – November 13: Destination attributes and destination motivation fit: Cultural distance and tolerance of difference among tourists – Chapter 10
Field trip preparation

Ho Chi Minh City, Vietnam – November 14-18

Field Trip Saturday November 18th

B17 – November 20: Environmental impacts of tourism and Industry practices Reflections on field trip – Chapter 17

No Class – November 21

B18– November 23: Introduction to Tourism Planning – Chapter 16

Shanghai, China – November 24-29

B19– December 1: Introduction to Tourism Demand – Chapter 13

Field trip assignment due

Kobe, Japan – December 2-6

B20 – December 8: Economics of tourism optimization imports and exports – Chapter 14

B21 – December 10: Understanding economic impact – multipliers and leakages Chapter 14

B22 – December 12: Basics of Tourism Marketing – Chapter 19

B23 – December 14: Basics of Tourism Marketing – Chapter 19

Newspaper/Magazine Article due

Honolulu, Hawaii – December 16

B24 – December 17: Future Trends – Chapter 20

Study Day – December 19

B25 – December 20; B Day Finals – Final Exam

San Diego, California – December 23

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute at least 20% of the contact hours for each course.

Field Class & Assignment

The Field Class for this course will take place on **Saturday November 18th** in Ho Chi Minh City, Viet Nam.

Class Title: How Examples of Everyday Life Become Tourist Attractions: Life on the Mekong Delta

Increasingly, in tourism, examples of everyday life are what tourists want to see. The Mekong Delta epitomizes how floating markets, small villages, and everyday life along the river have become a “thing to see” for tourists visiting Ho Chi Minh City. There are also different ways of packaging this trip depending on the comfort level and preferences of the tourists. The traditional bus/boat tour vs. the private guided tour vs. the newer eco/adventure/cultural tours that include homestays and cycling along the river bank and paddling in small canoe like boats. The class will be asked to observe the different styles of travel around them and

discussions will be around differences in impact for the host communities (local people) and also impacts on tourist experience.

Field Class Learning Objectives:

1. To provide students with first hand experiences as to how everyday life on the Mekong Delta has become part of the tourist attraction inventory in Vietnam
2. To understand how the same attraction can be packaged in different ways and have different impacts on 1. Host community; 2. The tourists.

Field Class Assignment: Develop a tour brochure (2 pages)

While the Internet has become a major supply channel in the tourism industry, the traditional brochure/booklet/leaflet is still commonly used in hotel lobbies, tourism information offices etc.

Based on your class visit to the Mekong Delta, your task is to develop a tourism brochure/leaflet for a trip to the Mekong Delta. You have the choice over the length of the trip and the style of the trip. The idea is yours, but it needs to be realistic, but be creative.

Working in pairs (twos), use the class field trip to take photos, collect information, ask questions, find out what is available in the region etc.

Your tour brochure must include the following:

1. A description of the tour. Remember this needs to be written in a way that is informative but also entices the tourists to purchase the tour.
2. Itinerary – number of days/nights; activities; accommodations; food; transport; price in US\$
3. Identify your target market. Which tourist type, age group, etc., who are you designing your tour for? Make sure your photos, your itinerary (activities, transportation, accommodation etc.) are consistent with your target market.
4. In what ways is your tour sustainable? Remember there are different aspects of sustainability.

Due in PDF format on December 1st 2017

Independent Field Assignments

Newspaper/Magazine Style Article

This class will provide you with an overview of the components, impacts, and businesses associated with the travel and tourism industry. As you visit each port of call you are encouraged to observe the tourism industry in action. Imagine you are a travel writer. Write a newspaper/magazine style article (with photos) chronicling your travels during your Semester at Sea. You may choose one country and describe the various places you visited or you may

focus on one specific trip that you took during your stay in a particular country. Alternatively, you may to write about your experiences in several countries. **In all cases, describe the locations, you visited, reflect upon what you saw, and report on what your travels meant to you.** The article should be no more than two pages in length and be formatted to look like a newspaper/magazine article. The writing style is journalistic and the goal is to inform your reader about your travels. **Due December 14th in PDF format.**

METHODS OF EVALUATION / GRADING SCALE

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%:
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

Assignments:

1. Exams: The course will have a mid-term and a final exam:

Mid-Term Exam: Chapters: 1, 2, 4, 5, 6, 8, 12 and class material 20%
October 23rd

Final Exam: Chapters: 9, 10, 11, 13, 14, 16, 17, 19, 20, and class material 30%
December 20th

2. Field Class Assignment- tour brochure Due December 1st 20%

3. Newspaper/Magazine Article -Due December 14th 25%

4. Participation in class discussion, answering/asking questions etc. 5%

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision

(e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

This is an introductory level class and works out of the text book and I will integrate video clips etc. into my slides. Instructor will add her own resources.

ELECTRONIC COURSE MATERIALS

None

ADDITIONAL RESOURCES

None