



TCEM 272
The Tourism System
Fall 2008

Instructor

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Course Textbook

Mill, R. C., & Morrison, A. M. (2006). *The Tourism System* (5th ed). Kendall/Hunt Publishing Company, Dubuque, IA.

Course Objectives

The following competency objectives are based on 3 learning domains:

- **F**oundation (knowledge and comprehension)
- **A**pplication (practice, analysis and synthesis)
- **E**xecution (continuous learning)

IUPUI's Principles of Undergraduate Learning are based on 5 areas:

- **S**kills (express ideas, comprehend text, communicate in various settings, use quantitative skills, and use resources to expand knowledge)
- **C**ritical Thinking (analyzing, synthesizing, evaluating, and investigating new concepts)
- **I**ntellectual Depth, Breadth, and Adaptiveness (substantial knowledge of the discipline, comparison/contrast to other disciplines, and ability to modify strategies)
- **U**nderstanding Society and Culture (compare/contrast different groups, analyze/understand local and global concerns, and perform professionally)
- **V**alues and Ethics (make principled decisions and value aesthetics)

After successful completion of this course, the student will be able to:

1. Understand the scope and evolution of the tourism field, while identifying opportunities, trends and advancements in the field. F, A; S
2. Recognize differences between the various types of tourism organizations. F, E; C
3. Understand the process of tourism planning. F, A; C, I
4. Identify the segmentation of tourism industry. F, A; S,U
5. Identify the economic, socio-cultural, and environmental impacts of tourism. F, A; I
6. Understand the role of travel marketers in motivating people to take vacations. F, A; S, C

Course Requirements

Oncourse

An important aspect of online learning is interaction, both between the students and between the students and the instructor. We will use the conferencing tools on Oncourse. On several occasions, you will be using the Drop Box to turn in your assignments as well as the Oncourse email. We will also be utilizing Discussion from time to time.

In order to communicate with your instructor, please use the Oncourse mail.

ASSIGNMENTS

Each student will be required to complete 6 Journal Article Reviews. The topics of these articles are related to the objectives of this course. In order to complete these assignments, students should read, analyze, and write a paper that summarizes and critically analyzes the article. Ensure your paper reflects your understanding of the issue's relevance on our profession and relate the articles' concepts back to the contents in the textbook. Include your feelings, thoughts, and views about the issue and the impact the issue has on the future of the profession. A brief presentation as well as discussion of the articles will be made in class. Reading your paper to the class will not be acceptable.

All assignments are to be typed, double-spaced with one-inch margins on all sides. Font size should be 12 points, and use the same font size for the entire assignment. No title pages are necessary. Make sure your name and the date are on the assignment. Every assignment should be turned in using oncourse. The articles for the assignments will be posted soon.

When using references in your assignments, all resources should be cited as a reference list. Include the following information on the reference list as applicable from the source: author, article title, book or journal title, date published, page numbers, publisher. Organize the reference list in alphabetical order by the author's last name. If you are using a quote in your assignment, after the quote include the author's last name, publication date, and page number in parentheses following the citation. Further instructions about citations will be provided towards the beginning of the semester.

Paper Format:

- **Font:** Times New Roman
- **Font Size:** 12 points
- **Line Spacing:** Double space
- **Minimum number words:** 500

Attendance and participation

Students are expected to be on time for each class. Please be considerate of your classmates and turn your cell phones off prior to class. If you have an important reason to leave your phone on during class, please inform me prior to class. If I haven't been informed and your phone rings you will be asked to leave the class and your participation point will be zero that day.

Students, who are absent when in-class activities are assigned, forfeit the opportunity for the class participation points. Exceptions may apply to an official absence: (1) student athletes who travel for away games, (2) a family member's death. In both cases, official document should be provided to the instructor.

Late arrivals and early departures are disruptive and prohibited.

Tardiness of 10 minutes or more, or leaving early counts as absence and your grade for class participation will be a zero. If you read materials at your desk that are irrelevant to class such as newspapers, magazines, books for other class, etc., your grade for participation will be a ZERO for that day!

EXAMS

Two exams will be given. The exams will cover lecture material and textbook readings. Each exam will be worth 100 points. Details about the exams will be explained in class.

PROJECTS

There will be three projects you need to complete during the semester. Please see below for detailed descriptions for each project.

Project #1

Tourism Organization Research

Due Date: September 17th

The purpose of this project is to enhance students' understanding of how international (global or multi-country regional) and national tourism organizations are structured and operated. Through completion of this project, students will recognize the variety of types and functions of tourism organizations.

Towards the beginning of the semester, students will be assigned to groups of 3 people. A tourism organization (either national or international) will be assigned to each group. Students will research information on the organizations' goal, main activity (e.g., education, research, promotion projects, regional initiatives etc.).

Upon completion of researching the organizations, each group will turn in a reflection paper (see the paper format below) and conduct a 10 minute presentation in class.

Papers and presentation slides are due on Wednesday, September 17th

Paper Format:

- **Font:** Times New Roman
- **Font Size:** 12 points
- **Line Spacing:** Double space
- **Minimum number words:** 800
- **Minimum number of powerpoint slides:** 15

Project #2

Careers in Tourism

Due Date: October 22nd

Students will contact a professional (at the management level) in the tourism industry (e.g., marketing managers of rental car company, hotel manager, director of special attractions, tour bus line manager, traffic analysts, passenger service representatives, marketing/promotions director, event manager). Think BIG--start at the top! After a contact is made, students will then set-up a time and place for an in-person interview. The interview should last 30 to 45 minutes. The student will pre-select interview questions which will be approved by the instructor prior to the interview. Sample questions might include: Describe your career path into your present position; Describe your daily duties; What is the best part of your job? The worst part?

Upon completion of researching the organizations, each group will turn in a reflection paper (see the paper format below) and conduct a 10 minutes presentation in class. The basic format for the presentation will be: (A) Explain the process of setting up the interview, (B) Overview of the interview content, (C) What you learned from the interview. **YOUR PRESENTATION SHOULD REPRESENT THE PERSON WELL--IN CONTENT AND QUALITY.**

Students will hand in a write-up and/or slides of their presentations prior to actually giving them. **Papers and presentation slides are due on Wednesday, October 22nd**. When you do the presentation, you are welcome to use visuals such as videotapes, pictures etc....

Paper Format:

- **Font:** Times New Roman
- **Font Size:** 12 points
- **Line Spacing:** Double space
- **Minimum number words: 800**
- **Minimum number of powerpoint slides: 15**

Project #3

3. Tourism Research Paper

100 pts

This paper will focus on a topic you are interested in researching in-depth within the tourism industry. You will submit a written paper and give a presentation at the end of the semester. **By September 25, you must submit a one to two-pages, typed proposal stating the topic chosen by your group and the rationale for choosing the topic (Minimum number of words – 300).** Care should be taken to make certain that information is available on the topic. There will be two mandatory meetings with the instructor to discuss your progress on your research. **The final paper should consist of at least 2,500 words, typed, double-spaced, well organized, and referenced. Again, this paper will be due on November 20** (See below for the grading criteria). Please keep in mind that, you should have at least 5 references listed (2 or more from academic journals) in your research paper.

Tourism Research Paper Grading Criteria

Research Paper Proposal	10 points
Research Progress Check	10 points
Research Problem/Question Student posed a thoughtful, creative research question(s) that engaged him/her in challenging research. The research breaks new ground or contributes to the body of knowledge in a focused, specific area.	10 points
Information Seeking/Selecting and Evaluating Student gathered information from a variety of quality print and electronic sources. Sources are relevant, balanced and include critical readings relating to the research.	10 points
Analysis Student carefully analyzed the information collected and drew appropriate and inventive results supported by evidence. The voice of the student writer is evident.	10 points
Organization Student presented information in an effective order; paragraphs and transitions help the paper to flow smoothly.	10 points
Conclusion and Bibliography Student presented a logical explanation for findings and addressed most of the questions. The closing paragraph summarizes and draws a clear and effective conclusion. Student presented a correct bibliography.	10 points
Presentation Students presented information in a logical, interesting sequence that the audience could follow. Students demonstrated full knowledge by answering all class questions with explanations and elaboration. Students' use of visual aides explained and reinforced the presentation.	10 points
Total Points	80 points

Quality of Life Survey

70 points

One of the requirements of this class is to participate in a Quality of Life survey study designed by the TCEM department. This is an annually held longitudinal study and its purpose is to investigate the quality of life among the residents of Indianapolis. For the last 5 years, under the supervision of the department faculty members, students have been responsible for the data collection of this study. During both the week of September 22 - 28th and September 29 - October 5th, you will need to go downtown to the city market and administer the surveys for 2 hours respectively. A minimum of 25 surveys should be secured by each student, and a total of 4 hours should be spent at the city market per student. When collecting surveys, you are required to wear the TCEM t-shirt, which can be purchased at the bookstore. A sign-up sheet will be available soon.

Human Subjects Protection Test:

To be eligible to receive credit for this course, students must pass the IUPUI Human Subjects Protection Test by Friday, August 29th.

If you already passed the test you do not need to retake it. Please check with me to see if I have a copy of your test score.

Go to <http://www.iupui.edu/%7Eeresgrad/Human%20Subjects/human-menu.htm>

- Select "Protection of human Subjects in Research Course"

The course consists of:

- a) A Web-based, self-paced tutorial designed to meet the NIH requirements that researchers using human subjects demonstrate the completion of education in the protection of human research participants.
- b) A self-administered test designed to complement the Protection of Human Subjects in Research tutorial.

Grading Overview, TCEM 272	
2 Exams, 100 points each	200 points
6 Assignments, 15 points each	90 points
Project 1	30 points
Project 2	30 points
Tourism Research Paper	80 points
Class Participation	100 points
Human Subject Test	20 points
Survey Participation	50 points
Total	600 points

Grading Scale

A = 552-600 (92-100%)

D = 372-431 (62-71%)

B = 492-551 (82-91%)

F = 0-371 (0-61%)

C = 432-491 (72-81%)

Important Classroom Rules

No Cell Phones or other Electronic Devices (I-pods, Blackberries, etc.) in class. I don't want to see or hear them at all once you walk into the classroom. If your cell phone rings, **you will get ZERO participation point that day!**

You will also get ZERO participation point that day if you disrupt the learning environment (e.g., **reading newspaper/magazines, making noise, and leaving and reentering the classroom inappropriately**).

Missed in-class assignments can be made up only by presenting a valid excuse. The only valid excuses would be death in immediate family or participation in a university sanctioned activity. Simply telling me that "I was sick" will not be accepted. Do not simply wait until the end of the semester to notify the instructor and expect to make up exams/assignments that you missed.

Administrative Withdrawal: A basic requirement of this course is that you will participate in class and conscientiously complete writing and reading assignments. Keep in touch with me if you are unable to attend class or complete an assignment on time. **If you miss more than half our class meetings within the first four weeks of the semester without contacting me, you will be administratively withdrawn from this section.** Our class meets twice per week; thus if you miss more than four classes in the first four weeks, you may be withdrawn. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and if you are administratively withdrawn from the course you will not be eligible for a tuition refund.

Grading Policy

- 1. Accuracy:** You must be as precise as possible. You should demonstrate mastery of important knowledge and concepts, where appropriate. Your own ideas should be presented completely and clearly, with grounding in established theory. Your work reflects detail, accuracy, completeness, and correct utilization of concepts with proper reasoning and balance.
- 2. Comprehensiveness and Balance:** Cover the essential information as fully and fairly as possible. Your work should show reflective thinking and evidence of personal growth in understanding issues about tourism.
- 3. Clarity and Correctness:** You must write clearly and correctly. Word choice and sentence structure must convey meaning without vagueness or ambiguity. Inaccuracies in spelling, capitalization, punctuation, referencing or syntax should be minimal. The reader should not be distracted from or confused by the meaning of your writing.
- 4. Thoughtfulness, creativity, critical thinking:** Your writing should reflect a personal integration, analysis and synthesis of the material.
- 5. Timeliness:** The assignments should be submitted by the deadline. 20% of the total points will be deducted each day that an assignment turned in late.

6. Gradebook: You will be able to track your grade in the class throughout the entire course. Only you (and the instructor) will be able to see your grades.

Academic Misconduct

IUPUI has established general guidelines concerning student academic conduct. These guidelines respect the right of every student to fully exercise their freedom to learn without interference. The university has established parameters of academic misconduct, which include, but are not limited to the following: cheating, fabrication, plagiarism, interference, violation of course rules, and facilitating academic dishonesty.

Students are expected to not only abstain from these aforementioned activities, but also to avoid the appearance of these activities and to guard against making it possible for others to engage in them. A student who helps another student to cheat is as guilty of cheating as the student he/she assists. Honesty in the performance of examinations or assigned task, whether in or out of class, is a basic expectation of any course.

Failure to adhere to these policies may be grounds for receiving a failing grade for the entire course as well as being subjected to further disciplinary action. Please refer to pages 28-29 in the **IUPUI Code of Student Rights, Responsibilities, and Conduct** for further clarification.

The following list of forms of academic misconduct will not be tolerated in any way in this class:

1. **Cheating**: Having another person take an exam or quiz in the place of a student, stealing an examination, using group work as an individual student's work, and unauthorized use of assistance from a lab or computer technician.
2. **Fabrication**: Falsifying data in laboratory results, inventing information for a report, falsifying citations to sources of information.
3. **Facilitating Academic Dishonesty**: Aiding another student in committing academic misconduct.
4. **Interference**: Stealing, changing, destroying, or impeding another student's work. Impeding includes stealing, defacing, or mutilating resources to deprive someone the use of resources.
5. **Plagiarism**: Using the ideas, words, or statements of another person without giving credit to that person. A student shall give credit to the works of others if the student uses another person's words, ideas, opinions, or theories or borrows facts, statistics, or other illustrative material unless the information is common knowledge.
6. **Violation of Course Rules**: A student shall follow course rules in the course syllabus when those rules are related to the course content or to the enhancement of the learning process in the course.

Course Agenda (Subject to Change)

<u>Date</u>	<u>Chapter</u>	<u>Content</u>	<u>Assignments</u>
Week 1 Aug 20-24		Introduction	
Week 2 Aug 25- Aug31		An overview of tourism system	
Week 3 Sep 1 - 7	Chapter 1	The destination mix	Article #1 Review Due by 9/7 midnight
Week 4 Sep 8 - 14	Chapter 2	Impacts of Tourism	Article #2 Review Due by 9/14 midnight
Week 5 Sep 15 - 21	Chapters 3/5	Tourism organization & tourism planning	Project #1 (Organization Research) Due by 9/17 midnight
Week 6 Sep 22 - 28	Chapter 6	Tourism development	Proposal Due by 9/25 midnight
Week 7 Sep29 – Oct 5		Research Paper Progress Check	
Week 8 Oct 6 - 12	Chapter 7	Tourism marketing	Article #3 Review Due by 10/9 midnight
Week 9 Oct 13 - 19	Chapter 8	Tourism Promotion	Midterm Exam: 10/16
Week 10 Oct 20 - 26	Chapter 10	External environments for tourism	Project #2 (Interview) Due by 10/22 midnight
Week 11 Oct 27 – Nov 2	Chapter 11	Tourist behavior	Article #4 Review Due by 11/2 midnight
Week 12 Nov 3 - 9	Chapter 13	Travel purchase	Article #5 Review Due by 11/9 midnight
Week 13 Nov 10 - 16	Chapter 14	Purpose of Travel	Article #6 Review Due by 11/16 midnight
Week 14 Nov 17 - 23	Chapter 15	Travel flow	Research Paper Due by 11/20 midnight
Week 15 Nov 24 Nov30	Chapter 16	Travel modes	
Week 16 Dec 1 - 7		Presentations of final projects	