


## GENERAL INFORMATION

### PROFESSOR INFORMATION

	<b>Instructor:</b>	Carolyn Lusby
	<b>Phone:</b>	
	<b>Office:</b>	
	<b>Fax:</b>	(305)
	<b>Office Hours:</b>	Tuesdays and Wednesdays or by appointment. Blackboard Messages
	<b>E-mail:</b>	

### COURSE DESCRIPTION AND PURPOSE

This course examines tourism as a global industry. Through the analysis of tourism impacts, both positive and negative, students will understand the interrelatedness of the tourism industry. Examining international tourist behavior and culture, students will gain global awareness and knowledge. Students will gain a global perspective by investigating the history and globalization of international tourism, as well as learning about local and global tourism organizations. Students will be challenged to become globally engaged by promoting tourism that is responsive to the needs of host communities.

This is a global learning (GL) course that counts toward your global learning graduation requirement.

### COURSE OBJECTIVES

This course stresses the interconnectedness and diversity of the global tourism industry. At the completion of this course, students should be able to:

- Demonstrate the interrelated nature and complexity of tourism through a systems approach.
- Discuss the role of international tourism in promoting world peace.
- Discuss the impact of tourism on the global economy by introducing the concept and uses of Tourism Satellite Accounts.
- Introduce tourism related organizations worldwide
- Analyze global tourism issues and demonstrate an awareness of how these are perceived and handled in different cultural and historical traditions.
- Provide international case studies that reflect the need of adequate tourism policies and regulations and impact on the destination.
- Understand the need for tourism planning and sustainable practices in global destinations by examining social impacts through the lenses of various stakeholders.
- Examine tourism motivations.
- Analyze the social impacts of tourism through various lenses such as sociology, psychology, anthropology.
- Discuss the role of culture in international tourism. Be knowledgeable of intercultural theories and cultural practices and how tourism impacts culture.

### LEARNING OUTCOMES

- Students will understand principles of globalization in tourism.
- Students will identify the interrelated nature of international tourism by examining social, environmental impacts and wellbeing of global destinations. (GL)
- Students will be able to analyze relevant socio-economic data to determine positive and negative tourism impacts for a given destination

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- Students will be able to discuss the impact of tourism on the global economy through various lenses such as Tourism Satellite Accounts, local people, multinational stakeholders. (GL)
- Students will be able to describe international tourism throughout the ages.
- Students will be able to examine tourism motivations.
- Students will be able to analyze the social impacts of tourism through various lenses such as sociology, psychology, anthropology. (GL)
- Students will be able to understand the role of culture in international tourism, demonstrating a knowledge of intercultural theories, cultural practices and how tourism impacts culture. (GL)
- Students will show a willingness to promote tourism that is sustainable and responsive to local needs and cultural practices. (GL)
- Students will be able to articulate under what conditions international tourism can increase intercultural understanding and promote peace. (GL)

## GLOBAL LEARNING COURSE OUTCOMES

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**Global Engagement:** Students will show a willingness to promote tourism that is sustainable and responsive to local needs and cultural practices.

**Global Perspective:** Students will be able to discuss the impact of tourism on the global economy through various lenses such as Tourism Satellite Accounts, local people, and multinational stakeholders.

**Global Awareness:** Students will identify the interrelated nature of international tourism by describing the social, environmental and economic impacts of international tourism on cultures and the well-being of global destinations.

## TEACHING METHODOLOGY

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Classes will consist of lectures, analysis of various international case studies, discussions, audiovisual presentations and practical projects.

This course requires that students attend and actively participate in class sessions.

## IMPORTANT INFORMATION

### COURSE PREREQUISITES

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There are no prerequisites for this course.

### TEXTBOOK

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**International Tourism**  
Yvonne Reisinger  
Routledge, 1st edition, 2012  
ISBN-10: 0750678971  
ISBN-13: 9780750678971

You may purchase your textbook online at the [FIU Bookstore](#).

### OTHER READING MATERIAL

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#### Select additional readings on Global Awareness:

Apostolopoulos, Y., Leivadou, S., & Yiannakis, A. (2009). *The sociology of tourism*. Routledge Publishing.

Ashley, C., & Roe, D. (2002, March). Making tourism work for the poor: strategies and challenges in southern Africa. *Development Southern Africa*, 19(1), pp. 61-82.

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Butler, R. (2006). *The tourism area life cycle*. Channel View Publications

Jafari, J. (1987). Tourism models: the sociocultural aspects. *Tourism management* (8), 2, 151-159.

Pearce, P. (2005). *Tourist behavior*. Channel View Publications.

Urry, J. (2008). *The tourist gaze*. Sage Publishing

Weaver, D. (2010). *Ecotourism*. Wiley Publishing

Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), pp. 321-336.

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## POLICIES

Please review the [FIU's Policies](#) webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

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## TECHNICAL REQUIREMENTS & SKILLS

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the "[What's Required](#)" webpage to find out more information on this subject.

Please visit our [Technical Requirements](#) webpage for additional information.

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## ACCESSIBILITY AND ACCOMMODATION

Please visit our [ADA Compliance](#) webpage for information about accessibility involving the tools used in this course.

Please visit [Blackboard's Commitment to Accessibility](#) webpage for more information.

For additional assistance please contact FIU's [Disability Resource Center](#).

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## COURSE DETAIL

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### COURSE COMMUNICATION

Communication in this course will take place via **Messages**.

Messages is a private and secure text-based communication system which occurs within a course among its Course members. Users must log on to Blackboard to send, receive, or read messages. The Messages tool is located on the Course Menu, on the left side of the course webpage. It is recommended that students check their messages routinely to ensure up-to-date communication.

Visit our [Writing Resources](#) webpage for more information on professional writing and technical communication skills.

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## ASSIGNMENTS

There will be quizzes, discussions and a class project. Please see the course calendar for due dates.

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## DISCUSSION FORUMS

Do not copy without the express written consent of the instructor.  
 Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when determining what to post.

## EXAMS

There will be two exams that may include true/false, multiple choice, matching and essay questions. Exams will partially assess global perspective and global engagement. If a valid reason keeps a student from completing an exam at the scheduled time, it is the student's responsibility to contact the professor prior the exam.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum [hardware requirements](#).

Assessments in this course are not compatible with mobile devices and should not be taken through a smartphone or a tablet. If you need further assistance please contact [FIU Online Support Services](#).

## GRADING

Course Requirements		Weight	
Discussions/Quizzes		30%	
Mid Term Exam		20%	
Group Project		20%	
Exam 2		20%	
Individual Organization		10%	
<b>Total</b>		<b>100%</b>	

Letter	Range	Letter	Range	Letter	Range
A	Above 93	B-	81 - 83	D+	67 - 70
A-	91 - 92	C+	77 - 80	D	64 - 66
B+	87 - 90	C	74 - 76	D-	61 - 63
B	84 - 86	C-	71 - 73	F	< 61

## COURSE CALENDAR

### WEEKLY SCHEDULE

Module	Dates	Lecture Content	Assignment and Grades
<b>Module 1: Introduction</b>	Jan 9-22	Tourism Introduction Ch 1); Tourism Organizations	Discussion Board 1: Intro (5pts)
<b>Module 2: History of International Tourism</b>	Jan 23- Feb 5	History Lecture Globalization Lecture Jafari's Platform	Quiz 1 (5 pts)
<b>Module 3: Sociology of International Tourism</b>	Feb 6- Feb 19	Sociology Intercultural Theories Tourism Impacts on Culture	Test 1 (20 pts)
<b>Module 4: Tourist Behavior</b>	Feb 20- March 5	Tourist Behavior	Discussion Board 2 (5 pts) Motorcycle Diaries Movie (5)
<b>Module 5: Tourism</b>	March 6-11 & 20-26	Tourism and Culture	Quiz 2 (5 pts)

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<b>and Culture</b>		Peace through Tourism Supply/Demand	Discussion Board 3 (5 pts)
<b>Module 6: Alternative Forms of Tourism</b>	March 27- April 9	Volunteer Tourism Backpacking/Hostelling Alternative Tourism	Individual Project Due Nov 13 (10 pts)
<b>Module 7: Planning and Development</b>	April 10-22	Tourism Planning and Development Sustainable/Ecotourism	Test 2 (20) Group Projects Due April 16 (20 pts)

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