

## COURSE SYLLABUS

**INTERNATIONAL TOURISM  
HFT 3713  
Spring SEMESTER, 2014  
PROFESSOR CAROLIN LUSBY**

<b>Office Hours:</b> Tuesdays from 12: to 2:00pm.and Wednesdays from 2pm to 3pm. By appointment.	<b>E-mail:</b> clusby@fiu.edu
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## COURSE DESCRIPTION

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 towards your global learning graduation requirement.

## COURSE METHODOLOGY

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.

## 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 minimization.
- 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 be able to understand principles of globalization in tourism.

Students will be able to identify the interrelated nature of international tourism by examining social, environmental impacts and wellbeing of global destinations.

Students will be able to analyze relevant socio-economic data to determine positive and negative tourism impacts for a given destination

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.

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.

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.

Students will be able and willing to promote tourism that is sustainable and responsive to local needs and cultural practices.

Students will be able to articulate under what conditions international tourism can increase intercultural understanding and promote peace.

## GLOBAL LEARNING COURSE OUTCOMES

**Global Engagement:** Students will be able and willing 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 be able to identify the interrelated nature of international tourism by describing the social, environmental and economic impacts of international tourism on cultures and the wellbeing of global destinations.

## COURSE PRE-REQUISITES / CO-REQUISITES

### TEXTBOOK & OTHER READING MATERIAL

Reisinger, Y. (2012). *International tourism*. Routledge

#### **Global Perspective in the following chapters:**

Chapters 1 (Globalization), 3 (Intercultural Theories), 8,9,10,11( Cultural Influences on social interaction, ethics, service), 13,14 (consumer buying behavior, cultural influences on buying behavior)

ISBN : 978075067871

#### **Select additional readings on Global Awareness:**

Apostolopoulos, Y., Leivadu, 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.

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.

## COURSE PROCEDURES

### ASSIGNMENTS

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

#### **Class Participation / Attendance**

The class begins on time.

**TARDINESS AND LEAVING THE CLASS WILL NOT BE TOLERATED**

Students should be in their seats and prepared to participate at that time.

Classes will consist of lectures, discussions, audiovisual presentations, practical projects and the possible participation of invited guest speakers.

This course requires that students regularly attend class sessions since the topics will refer to national and international updates on events, case studies, data and experiences on the travel and tourism activity, which are not found in textbooks.

### **Examination**

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 attending one exam at the scheduled time, it is the student's responsibility to contact the professor prior the exam.

## GRADING

Discussions/Quizzes	30%
Mid Term Exam	20%
Group Project	20%
Exam 2	20%
Individual Organization	10%
Final Grade:	100%

## FIU / HTM POLICIES

### The FIU Academic Pledge

As a student of this university:

*I will be honest in my academic endeavors.*

*I will not represent someone else's work as my own.*

*I will not cheat, nor will I aid another's cheating.*

### Course Outline HFT 3713

Module	Dates	Content/Topics and Global Learning Outcomes	Assignment and Grades
Introduction	Jan 6- 19, 2014	Tourism Introduction Ch 1) Tourism Organizations <i>Global Awareness</i>	Discussion Board1 : Intro Blog (5pts)
History of International Tourism	Jan 20- Feb 2, 2014	History Lecture Globalization Lecture Jafari's Platform <i>Global Awareness</i>	Quiz 1(5 pts)
Sociology of International Tourism	Feb 3-16, 2014	Sociology Intercultural Theories Tourism Impacts on Culture <i>Global Awareness, Global Perspective</i>	Test 1 (20 pts) open from Feb 10-14
Tourist Behavior	Feb 17-March 2, 2014	Tourist Behavior <i>Global Engagement</i>	Discussion board 2 (5 pts) Motorcycle Diaries Movie (5)
Tourism and Culture	March 3-7, 2014 and 17-23, 2014	Tourism and Culture Peace through Tourism Supply/Demand <i>Global Perspective Global Awareness</i>	Quiz 2 (5 pts) Discussion Board (5 pts)
Alternative Forms of Tourism	March 24- Apr 6, 2014	Volunteer Tourism Backpacking/Hostelling Alternative Tourism	Individual project Due April 3 (10 pts)
Planning and Development	Apr 7-19, 2014	Tourism Planning and Development Sustainable/Ecotourism <i>Global Engagement</i>	Test 2 (20) Open from April 14-18 Group Projects Due April 18 (20 pts)

## Active Learning Strategies

### Discussion Blogs:

Pick one of the following questions to answer, then reply to a post of a fellow classmate.

Based on our lecture on tourist behavior do you agree with the idea of a tourist bubble?

Have you experienced it in your travels?

What do you take away from the discussion about Plog's tourist typologies? How can you use it to explain why some tourists pick certain international destinations?

Based on the lecture on sociology of tourism, explain some of the negative and positive impacts international tourism has on host cultures, emphasizing how impacts are often highly interrelated.

**Project:** Pick a form of travel (study, cultural, heritage/history, eco/environmental, volunteering).

Then plan a trip to a destination of your choice for the type of tourism you picked. What organizations are involved in your destination and internationally in the area of tourism you picked? How can you prepare for your trip?

What does the State Department say regarding travel advisories in that country? What can you expect?

*Your global awareness will be assessed based on answering the following* questions: What do you need to know in terms of cultural do's, taboos or differences? How will you get around? Where will you stay? Find at least 2 articles 2 books, and interview one person in the country, or someone who has traveled there.