

Fall 2015

HRT 2050

Bridget Bordelon
University of New Orleans

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Lester E. Kabacoff
School of Hotel Restaurant and Tourism Administration

HRT 2050: Principles of Travel and Tourism

Professor: Dr. Bridget Bordelon
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Office Hours: Monday: 1:00pm-2:30pm; Tuesday 12:15pm-2:45pm;
Thursday 12:15pm-2:15pm or by appointment

Course Description:

Tourism is now the world's largest industry. In 2010, the global travel and tourism industry was expected to generate \$5.75 trillion of economic activity (yes...trillion!!!). These travel expenditures, in turn, directly and indirectly created over 235.8 million jobs¹. This course provides students with an overview of domestic and international tourism practices and operations. Besides the economic benefits of tourism, we will explore the cultural and social benefits of studying travel and tourism. As a class, we will delve into the history of tourism, the motivation of travel choice, tourism supply and demand, destination marketing, and future trends in travel research.

Required Text:

Goeldner and Ritchie. 2012. *Tourism: Principles, Practices, Philosophies*. 12th Edition. New York: John Wiley and Sons.

Learning Objectives:

- Develop an understanding of tourism practices as major worldwide cultural, social, and economic forces.
- Acquire knowledge of travel history, policies, problems in the industry, and future prospects.
- Understand basic tourism marketing principles.
- Recognize the importance of travel research, its methods, uses, and benefits.

Topic Areas:

- History of Domestic and International Tourism and Travel
- Tourism Supply and Demand
- Sociology of Tourism
- Tourism Marketing
- Tourism's Economic and Socio-cultural Impact
- Travel and Tourism Research
- Sustainable Tourism

Classroom Protocol:

All cell phones will be turned off in the classroom. Students who exhibit other disruptive behavior such as studying or working on assignments for other classes, texting, and/or carrying on distracting conversations will be warned and/or asked to leave the classroom.

Communicating via e-mail:

When communicating with your professor via email, students should do the following: supply your name, course number, and the nature of communication. I will respond in a timely fashion to all communication (However, I do not respond to

¹ Source: Travel Industry Association of America, Office of Travel & Tourism Industries /U.S. Department of Commerce, August 2010.

anonymous messages). Students should address email with a salutation (Dear Dr. Bordelon) and end with a salutation (Thank you, Sincerely, etc.), followed by their first and last name.

Assessment and Grading:

Students are required to read the assigned chapters and stay current with their coursework. This is your responsibility to keep up with the course content and deadlines (no late work or missed assignments are accepted—no exceptions).

Examination 1	20%
Examination 2	20%
Examination 3	20%
Final Exam	20%
Homework	10%
Attendance/Participation/in-class exercises	10%

UNO Grading Scale:

- A: 100 – 90**
- B: 89 – 80**
- C: 79 – 70**
- D: 69 – 60**
- F: 59 & below**

Attendance:

Class attendance is strongly encouraged! I will pass around a roster at the beginning of each class and it is the student’s responsibility to sign his/her name (students CAN NOT sign off for another classmate or sign the attendance roster if they are more than 5 minutes late). More than three absences will lower your participation grade by ten points (each additional absence will result in 5 points deducted from your participation grade). From time to time, we will have spontaneous in-class assignments, counting towards your participation grade. There will be no make-ups for missed in-class work.

Exams:

Three exams will be administered during the semester plus the final exam. You will be tested on ideas and concepts from the readings, power points, guest speakers, and class discussions. I expect students to take exams at the designated times. However, in the *rare* event that you miss an examination, it is your responsibility to contact me [\[BMBORDE1@uno.edu\]](mailto:BMBORDE1@uno.edu) within 24 hours and “sign up” for the make-up. There will be **only one** time at the end of the semester to take a test that you have missed (there is no make-up for the final exam).

Homework:

Students will have one short research/writing assignment worth 10% of the course grade. I will provide assignment details at the beginning of the semester (due dates are listed on the course syllabus).

Participation (in-class assignments):

Throughout the semester in-class assignments will be administered in class (no make-ups for missed in-class work).

Late Submission:

THERE ARE NO MAKE-UPS OR EXCEPTIONS for missed homework, in-class assignments, or the final exam.

Academic Integrity Policy:

Academic honesty and intellectual integrity are fundamental to the process of learning and to evaluating academic performance. Maintaining such integrity is the responsibility of all members of the University. Students should be aware that personally completing assigned work is essential to learning. Academic dishonesty will not be tolerated! Academic dishonesty includes, but is not limited to, the following: Cheating, Plagiarism, Academic Misconduct, Falsification/Fabrication, and Accessory to Acts of Academic Dishonesty. Students are advised to consult the University

of New Orleans Judicial Code via the UNO webpage (www.uno.edu) for further information on the Academic Integrity Policy.

Harassment and Discrimination Policy:

The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online (www.uno.edu).

Students with Disabilities:

The Office of Disability Services (ODS), in conjunction with the Office of Academic Affairs' campus-wide administrative policy regarding the accommodations of students with disabilities, has two primary objectives: 1) to ensure compliance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ADA) in regard to equal access for qualified students to academic programs; and 2) to uphold the academic integrity of UNO. When these two objectives are met, those students who qualify for services based on clear, comprehensive, and relevant documentation will receive those services or academic modifications for which they are legally entitled.

ODS is considered the University's designated office for determining eligibility for services, reviewing and maintaining documentation, and recommending appropriate accommodations. Students, however, do not have to register with ODS in order to advocate for disability-related accommodations. For those instructors who have students with disabilities who choose not to register for services with ODS, and who request academic accommodations, ODS is available as a resource to verify eligibility and recommend appropriate accommodations.

Part of this policy regulates the accommodative testing services. These accommodations are made available in the ODS Accommodative Testing and Adaptive Technology Center (ATATC), located in the Library Room 120. For more information contact Amy King, Assistant Director Office of Disability Services, (280-6222) or access the Policy online (www.uno.edu).

Weekly Schedule*

Week 1 –August 20

Course Overview

Week 2 –August 24

Tourism in Perspective (Chapter 1)

Week 3 – August 31

Tourism through the Ages (Chapter 2)

Career Opportunities (Chapter 3)

Week 4 – September 7

Labor day holiday, Monday, September 1

World, National, Regional, and Other Organizations (Chapter 4)

Passenger Transportation (Chapter 5)

Week 5 –September 14

Exam #1: Thursday September 17 (Chpts: 1-5)

Hospitality and Related Services (Chapter 6)

Week 6 –September 21

Organizations in the Distribution Process (Chapter 7)

Attractions, Entertainment, Recreation (Chapter 8)

Week 7 – September 28

Motivation for Pleasure Travel (Chapter 9)

Cultural and International Tourism (Chapter 10)

Week 8 –October 5

Sociology of Tourism (Chapter 11)

Exam #2: Thursday, October 8 (Chpts: 6-10)

Week 9 – October 12

Tourism Components and Supply (Chapter 12)

Mid-semester break, October 15-16

Week 10 – October 19

Measuring and Forecasting Demand (Chapter 13)

Week 11 – October 26

Tourism's Economic Impact (Chapter 14)

Homework Due, Thursday, October 29 at the beginning of class (no late papers)

Week 12 – November 2

Tourism Policy (Chapter 15)

Exam #3 Thursday, November 5 (Chpts: 11-14)

Week 13 – November 9

Tourism Planning and Development (Chapter 16)

Week 14 – November 16

Tourism and the Environment (Chapter 17)

Week 15 – November 23

Tourism Marketing (Chapter 19)

Thanksgiving holidays, November 26-27

Week 16 – November 30

Future of Tourism (Chapter 20)

Course Evaluations, Wrap Up, Exam Review...

Make-up Exam day, Thursday, December 3 (in-class)

FINAL EXAM (CHPTS: 15-17; 19-20)

Tuesday, December 8: 10:00am-12noon

Notes:

1. This syllabus is your guide to the course. Please refer to this document first and then feel free to e-mail, or stop by my office with any comments, questions, or concerns. Also, make sure to check “Announcements” on Moodle regularly. Adjustments may occur (especially with guest speakers). I will always communicate changes with you ahead of time on Moodle.
2. The Lester E. Kabacoff School of Hotel, Restaurant, and Tourism Administration website provides tourism and hospitality resource links that you will find useful for this course. <http://www.uno.edu/~hrt/links.htm>