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Course: HRT 3150 Tourism Planning and Operations

Professor: Dr. Bridget Bordelon
Office: Kirschman Hall #468
Phone: 504.280-6906
E-mail: BMBORDEL1@uno.edu
Office Hours: Monday 1:00pm-2:30pm; Tuesday 12:15-2:45pm; Thursday 12:15pm-2:15pm; or by appointment

Course Description:
Tourism can provide benefits for tourists as well as host communities. In order to maximize the advantages and minimize the problems of the tourism industry, it is essential to understand a variety of factors including a destination’s carrying capacity, tourism infrastructure, and the rate and type of tourism development. This course approaches the study of tourism planning and operations from a political, economic, socio-cultural, and environmental perspective. We will examine both the positive and negative effects of tourism in a variety of international and domestic destinations with the goal of identifying strategies for providing hosts and guests with positive and sustainable experiences.

Objectives:
- Develop an understanding of the complex political, economic, social, and cultural dynamics of tourism planning and development.
- Acquire knowledge of the stakeholders and various approaches to tourism planning.
- Understand the role of psychology and travel in shaping residents’ and tourists’ perceptions of travel destinations.
- Learn about the role of tourism planning locally and globally.
- Understand basic tourism planning and operations principles.
- Recognize the importance of planning, its methods, uses, and benefits for tourism destinations.

Required Text:

Topic Areas:
- Tourism Planning and Policy
- Planning Issues for Tourism Development
- Planning Processes for Tourism Development
- Techniques for Planning and Development
- International and Domestic Destination Development
- Site Planning

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 within 48 hours to all communication (I do not respond
to anonymous communication). Students should address email with a salutation such as Dear Dr. Bordelon, and end with a salutation (Thank you, Sincerely, etc…), and their first and last name.

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

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 (minimum of two times), we will have spontaneous in-class assignments, counting towards your participation grade. There will be no make-ups for missed in-class work.

Assessment and Grading:
Come to class prepared to talk about the readings and assignments for that day. A portion of class time will be devoted to discussing the issues raised in the readings, which means that your ideas, comments, and questions are critical to this discussion.

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<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>15%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
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<tr>
<td>Tourism Planning Project</td>
<td>35%</td>
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<tr>
<td>In-class Assignment #1</td>
<td>10%</td>
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<tr>
<td>In-class Assignment #2</td>
<td>10%</td>
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<tr>
<td>Attendance/Participation</td>
<td>10%</td>
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Exams:
Two exams will be administered during the semester for a total of 35% of your course grade. You will be tested on ideas and concepts from the readings as well as 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) 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).

Tourism Planning Project: (additional details to follow)
The term project will focus on developing a strategic tourism plan.

Your destination city is: NEW ORLEANS
Emphasis should be placed on tourism development, planning, as well as identifying major economic, social, cultural and environmental impacts in the report. Your individual 10 page report should include a section on managing the impacts of tourism using various tools and techniques learned in class (also, there will be an oral component to this project—each student will make a brief presentation using PowerPoint). Be creative—this is your opportunity to shape the future of New Orleans (well, at least in our classroom!)
Late Submission:
Homework and in-class assignments are accepted only during class on the day they are due. THERE ARE NO MAKE-UPS OR EXCEPTIONS! From time to time, we will have spontaneous in-class assignments related to the tourism planning project (this counts toward your participation grade). There will be no make-ups for missed in-class work.

UNO Grading Scale:
A: 100 – 90
B: 89 – 80
C: 79 – 70
D: 69 – 60
F: 59 & below

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**
Chpt 1: Introduction
Chpt 10: Strategic Tourism Planning

**Week 3 – August 31**
Chpt 2: Tourism Policy Issues of Yesterday
Chpt 3: Tourism Policy Issues for Today
(In-class assignment #1)

**Week 4 – September 7**
Labor day holiday, Monday, September 1

Tourism Project Work

Chpt 4: International Tourism as a Commercial and Economic Activity

**Week 5 – September 14**
Chpt 6: Managing Sustainable Tourism

Tourism Project Work

**Week 6 – September 21**
Chpt 7: Barriers and Obstacles to International Travel

**Week 7 – September 28**
Tourism Project Work Week

**Week 8 – October 5**
Review for Midterm

Midterm Exam, Thursday October 8 (Chpts: 1-4, 6-7, & 10)

**Week 9 – October 12**
Chpt 9: The International Tourism Policy Process
(In-class assignment #2)

Mid-semester break, October 15-16

**Week 10 – October 19**
Chpt 11: Transformative Leadership, Poverty Alleviation, and Tourism Policies
Week 11—October 26
Chpt 12: Future World Tourism Policy Issues

Week 12—November 2
Tourism Project Work (Oral Presentation & PowerPoint preparation)
Tourism Project Work: Student Meetings—meet with Dr. Bordelon: Thursday, November 5

Week 13—November 9
Tourism Project Work: Student Meetings—meet with Dr. Bordelon: Tuesday November 10

Tourism Planning Student Presentations, 11/12 (Day #1)

Week 14—November 16
Tourism Planning Student Presentations, 11/17 (Day #2)
Tourism Planning Student Presentations, 11/19 (Day #3)

Week 15—November 23
Tourism Planning Student Presentations, 11/24 (Day #4)

Thanksgiving holidays, November 26-27

Week 16—November 30
Course Synthesis; Evaluations; Tourism Planning Presentations Q&A, and Exam Review

*Tourism Planning Reports Due: Thursday, December 3—in-class*

*FINAL EXAM*
Wednesday, December 10, 10:00am-12noon

Notes:
1. This syllabus is a blueprint of our intended schedule and topics - adjustments may occur. I will always communicate changes with you ahead of time on Moodle “Announcements”.

2. One or two guest lecturers from the hospitality and tourism industry will speak to our class during the semester. I will let you know several weeks in advance, once the date is confirmed.

3. 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.