Tourism & Hospitality Studies  
Department of Geography  
Central Connecticut State University  

GEOG 290 Geography of Tourism  

Course Syllabus  
Dr. Howook “Sean” Chang, DBA  
SSH #417-06  
TEL: 860-832-2782  
sean.chang@ccsu.edu  

Course Duration  
Wednesday, December 18, 2013 – Thursday, January 9, 2014  

Course Description  
This course is designed to examine Tourism as a global, national and local phenomenon, with economic, social, cultural, political, and environmental impacts. Also, within the framework of a geographical analysis of the modern tourism phenomenon, this course explores the capitalistic nature of most travel and tourism production and consumption as well as the contribution of tourism to the analysis of territorial competition and economic restructuring. It will provide students with the nature of tourism around the world, defining characteristics, emphasizing personal experience, and understanding of World Tourism.  

Course Objective  
The objective of the course is to explore the phenomena of tourism from a geographic perspective. Key topics will include  
1. tourist flows and movements;  
2. types and forms of tourist areas and destinations;  
3. traditional and recent destinations;  
4. Tourism demand & supply  
5. tourist motivations;  
6. major and minor tourism generating countries, and their tourism policies;  
7. tourism development;  
8. socioeconomic and planning;  
9. examination of tourism opportunities;  
10. impacts of tourism on economies, societies, and environments; and, planning and management issues associated with tourism.  

Required Hardware:  
1. A dependable PC or a Mac with the broadband internet connection. This course is offered in an online format. Therefore, you need a dependable PC or a Mac with the broadband internet connection.  
2. A scanner or a camera for image capture thus an image file can be submitted to Blackboard.  
3. A headset with a microphone. Term project presentation is required for this class and students have to present their term project online via WebEX to the instructor and other classmates. Therefore students need a headset with a microphone, which should be connected to your computer. You still need a headset to minimize voice echoes to audience even if you have a built-in mic on your laptop computer.  
4. Microsoft Word, Excel, Powerpoint 2010 are required (all are included in Microsoft Office University 2010 OR Microsoft Office Professional 2010).
Required Text

- A course packet is available at the Bookstore on campus

Required Academic Journal Articles Readings: Available on Blackboard


Required Term Project Presentation

- Online presentation is scheduled from 9 to 10 a.m. on Tuesday, January 7, and on Wednesday, January 8. Each student should present his/her project online to share what they researched with classmates. Up to five students will be scheduled to present each day, therefore, students should be available online during presentation. WebEX will be used as a tool for online presentation therefore students should have access to the Internet. All students should be present online at all time and 30% of final exam will be based on student presentation.
- Online Presentation Meeting: Tuesday, January 7. To join the online meeting (Now from mobile devices!)
  1. Go to https://csu.webex.com/csuj.php?ED=257114732&UID=490868897&RT=MiMxMQ%3D%3D
  2. If requested, enter your name and email address.
  3. Click "Join".
- Online Presentation Meeting: Wednesday, January 8. To join the online meeting (Now from mobile devices!)
  4. Go to https://csu.webex.com/csuj.php?ED=257055262&UID=490868897&RT=MiMxMQ%3D%3D
  5. If requested, enter your name and email address.
  6. Click "Join".

Course Policies:
The policies of this class are adhered to the policies of the Central Connecticut State University (refer to current CCSU Undergraduate Bulletin).

1. Academic Integrity
   a. It is allowed to consult with your classmates regarding daily class activities, assignments, term project, and etc. However, you have to do your own work. Copying other students’ work or sharing work with other students is considered cheating and will be subject to the procedure described under Academic Integrity
   b. At CCSU, students are obligated to uphold high standards of academic honesty in their learning. Academic honesty means doing one's own work and giving proper credit to the work and ideas of others. It is the responsibility of each student to become familiar with what constitutes academic dishonesty and plagiarism and to avoid all forms of cheating and plagiarism.
   c. Plagiarism and Cheating of any kind on an examination, quiz, assignment, project, and term paper will result at least in an "F" for that particular course requirement (and may, depending on the severity of the case, lead to an "F" for the entire course) and may be subject to appropriate referral to the Office of Student Conduct for further action. See the CCSU’s Standards of Academic Integrity for further information by visiting the link here http://www.ccsu.edu/page.cfm?p=6756
2. **Time Commitment:**

   To complete this course successfully, plan to dedicate more than three hours per day. Since this is a three-hour credit course in a winter term, you will spend a minimum of three hours per day in "the online classroom." Each day is equivalent of attending a face-to-face classroom for three hours per week. During these three hours a day, you will be doing the following activities:
   1. reading the announcement at the top of the homepage
   2. checking e-mail messages
   3. reading and posting Bulletin Board messages
   4. downloading and uploading the daily assignment and self-evaluation form

   In addition to those required three hours online, you need to spend from three to six hours per week (1) reading the required journal articles, and (2) working on projects. This means a total time commitment of 18 hours per week. This is the standard time commitment for a typical three-hour college course.

3. **Your Responsibilities**

   - In order to successfully complete this course, students have to participate fully in the following activities:
     1. Online lecture and daily class activities will be posted on Blackboard Learn by 9 am each day. You have to log on to Blackboard Learn each day and do all required activities by mid-night each day.
     2. Participate in Discussion Topics each week, and respond to at least one student each week.
     3. Be courteous in discussions and e-mail messages. Maintain an attitude of fair-mindedness, empathy, and compassion in all your communications.
     4. Be aware of all University procedures, such as how to add, drop, or withdraw. If you find that you cannot keep up with the assignments in this class, it may be that this course is not right for you at this time. Please withdraw before the deadline to avoid penalties. Find out when this deadline is to occur from here; [http://www.ccsu.edu/page.cfm?p=18537](http://www.ccsu.edu/page.cfm?p=18537)

4. **Lecture & Online Class Activities**

   A total of 14 online lectures will be given throughout the term; (refer to a course calendar below). Students are required to visit Blackboard Learn to complete class requirements. A quiz or an assignment will be due by mid-night each day. All materials required for grading should be uploaded to Blackboard and kept for record. Therefore **no email submission will be accepted.** No exceptions!!

   - Professor reserves the right not to grade any material submitted after its due date.
   - **There will be NO make-ups for online class activities, quizzes, assignments, and exams. No late submission won't be accepted as well.**
   - Make-up exams may be given on a case-by-case basis. However, the make-up exams have not given except for major medical circumstances or university business accompanied with documentation and/or advanced notice. Original documentation is required and the instructor must be contacted within 24 hours of scheduled exam or assignment deadline.

5. **Email communication is very important.** Both instructor and student materially benefit from its availability. It is a form of communication that is widely used in business and thus you must learn to use it in a business-like manner. This means that the kind of messages you text-message to each other are **NOT** acceptable. It is mandatory that your email communications to the instructor be in a business-like format;

   - **Requirements for email correspondence are as follows:**
     - Proper introduction (appropriate greetings and your identification).
     - The body of the message must use appropriate grammar, punctuation and spelling.
     - The sender’s name must appear above and below the body of the message.
     - If your message does not conform to these standards, early in the class it probably will be returned with a request to reformat it, but later in the class it may not be acknowledged at all.

6. Send the instructor an email as suggested the above by mid-night Friday, December 20, 2013. Please include your brief introduction in the email. Then you will get 10 points.
7. It is the student’s responsibility to make sure his/her electronic file is uploaded to Blackboard in a secure and timely manner. **TECHNICAL EXCUSES ARE NOT ACCEPTABLE.**

8. All computer files submitted for grading should be saved as your first and name then assignment number. For example, “howook chang innroad assignment 1.doc(x); howook chang m3link assignment2.xls(x) and etc. **Without a proper label of a submitted file, it won’t be graded.**

**Self Introduction Video (10 points)**
- Interaction between students and the instructor and among students themselves is very important. In order to create a learning environment as if it were in a classroom, a student is encouraged to record a quick video to introduce oneself to the instructor and the classmates.
- Record your self-introduction video with your smartphone or a webcam in your computer and upload it to Youtube. Then share the video you recorded with us. If you don’t like the world to watch your video, make it “Unlisted” when publish your video. And Send the instructor the link of your video.
- Briefly describe yourself; Your name, where you are from, your major, year in college, current job (if any), why you are taking GEOG 290 course, your career and life goals, Interesting facts about you, and etc.
- The instructor and classmates will spend time to get to know one another. Also I will make an effort to create the learning environment as individualized as possible.
- Self introduction video is due by **Monday, December 23, 2013.**

**Online Discussion (A total of 50 points)**
Throughout the summer session, the instructor will post a discussion topic on Blackboard. Students are required to read assigned reading, or watch a video clip as instructed. Then students should log in Blackboard and post their thoughts. Students are also encouraged to read classmates’ threads before posting their thoughts.

**Exams (A total of 200 points)**
1. **Mid-term Exam (100 points): Scheduled on Friday, December 27, 2013**
   a. The mid-term exam tests students on the materials covered in the course during the first half of the summer session. The mid-term is a take-home exam format. Therefore students may use the course resources during the exam. The types of questions are T/F, multiple choices, short answer, and essay questions.

2. **Final Exam (100 points): Scheduled on Thursday, January 9, 2014**
   a. The final exam tests students on the material covered during the second half of the summer session. Students may use the course resources during the exam. It is a take-home exam format as well. The types of questions are T/F, multiple choices, short answer, and essay questions.

**Term Project & Presentation (A total of 100 points)**
1. The research paper is related to Consumer Travel Planning & Process. Students should create a trip traveling two countries in two continents of your choice. For example, a trip to Thailand in Asia and a trip to New Zealand in Oceania. **Students should get an approval from the professor before proceeding.** Without the professor’s approval, a paper and a presentation will NOT be graded.
2. Term project proposal should be uploaded by **Friday, December 27, 2013.**
3. Once the proposal is approved, students should complete a term paper and Powerpoint slides for presentation.
4. Research paper should be written in a bullet-point format;
   a. Choice of your Tourism Demand
      i. Tourism Motivation (one or two of needs to travel)
      ii. Select a travel group (singles, couples, friends, family with young children, family without children, seniors)
      iii. Appropriate travel period and season
      iv. Average travel budget of the selected travel group
b. Is the country’s national tourism office located in the U.S.? Briefly describe about the functions of its national tourism office in the U.S.
   i. Contact an appropriate person in its national tourism office in the U.S. via email and introduce yourself to him/her. Then request tourism statistics for your research.
   ii. CC your email to the instructor and forward the email you received from the person (10 points of your research paper).
   iii. My name is ________ and I am a student of Central Connecticut State University and am researching tourism within ________. I was wondering if it is not too much to ask to receive information regarding American traveling to ________. My research would help your organization promote tourism to your country. What I am exactly looking for is statistics on
      • # of American visitors
      • American’s favorite attractions to visit
      • Their favorite activities and etc.
      • the levels of popularity among attractions,
      • what kinds of travel groups usually visit (FIT or Group?),
      • Travel season, and the average travel budget by American

c. What are the two destinations of your choice (Tourism Supply & Market)? Why did you choose them (Tourism Demand)? Are there UNWTO’s arrivals and receipts statistics available? How about those of OTTIs? How many do Americans visit the country?

d. Briefly describe each country’s overall tourism supply, market and its current condition; including
   i. Tourism demand by American travelers
   ii. Tourism demand by other people
   iii. Tourism supply
   iv. Tourism market
   v. Tourism intermediaries

e. What tourism attractions & activities in each country are well known by Americans?

f. Your tour should include:
   i. its country’s national airline service,
   ii. one attraction (either natural, man-made, temporal or UNESCO’s world heritage),
   iii. one hotel,
   iv. one restaurant (that offer cultural food and alcohol beverage) and
   v. one entertainment venue

   g. In the end, what are the new experiences/benefits that American travelers would enjoy with services provided by tourism suppliers in the counties?

5. Prepare your complete research paper in a Word file and submit it to Blackboard.
6. Term project paper & presentation slides are due by Tuesday, January 7, 2014.
7. Prepare powerpoint presentation. Students should present up to 10 minute presentation (a maximum of 15 slides & 100 words or less per slide about their research and an additional 5 minutes for Q&A online.

Grading and Student Evaluation
1. Your performance will be evaluated using the following criteria:

<table>
<thead>
<tr>
<th>Course Work</th>
<th>Maximum Estimated Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self Intro Video</td>
<td>10</td>
</tr>
<tr>
<td>Email Communication</td>
<td>10</td>
</tr>
<tr>
<td>Student Presentation Attendance</td>
<td>30</td>
</tr>
<tr>
<td>Up to 10 Class activities &amp; assignments</td>
<td>100</td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
</tbody>
</table>
2. Based on the total points earned, a letter grade will be determined using the following scale as your term grade:

3. **Grading Scale**

<table>
<thead>
<tr>
<th>Percent</th>
<th>Letter</th>
<th>Percent</th>
<th>Letter</th>
<th>Percent</th>
<th>Letter</th>
<th>Percent</th>
<th>Letter</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 – 100%</td>
<td>A</td>
<td>87 – 89%</td>
<td>B+</td>
<td>77 – 79%</td>
<td>C+</td>
<td>67 – 69%</td>
<td>D+</td>
</tr>
<tr>
<td>93 – 96</td>
<td>A</td>
<td>83 – 86</td>
<td>B</td>
<td>73 – 76</td>
<td>C</td>
<td>63 – 66</td>
<td>D</td>
</tr>
<tr>
<td>90 – 92</td>
<td>A-</td>
<td>80 – 82</td>
<td>B-</td>
<td>70 – 72</td>
<td>C-</td>
<td>60 – 62</td>
<td>D-</td>
</tr>
<tr>
<td>below 60</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>F</td>
</tr>
</tbody>
</table>

4. Grades are earned, not awarded. They are a means to an end, not an end unto themselves. Hence, you should focus on learning more, not on grades. To earn an A is not difficult, but it requires that you consistently perform at peak levels. An A means more than just a grade or a test result. It symbolizes a great honor because it is also a result of a test on your endurance, consistence, and seriousness on learning. In the end, it is really up to you. You are in control of your grades, NOT the professor.

*Please contact me privately to discuss your specific needs if you believe you need course accommodations based on the impact of a disability, medical condition, or if you have emergency medical information to share. I will need a copy of the accommodation letter from Student Disability Services in order to arrange your class accommodations. Contact Student Disability Services, Willard Hall, 101-04 if you are not already registered with them. Student Disability Services maintains the confidential documentation of your disability and assists you in coordinating reasonable accommodations with your faculty.*

**Student Understanding Form**

It is important that students clearly understand what the instructor expects of them. A “student understanding” form has been developed to make sure that students fully acknowledge course policies and requirements. Students then should indicate their understanding by initialing each item. Please visit the link below to complete the form. **You won’t be able to proceed with the course without submitting the understanding form.**

- Student Understanding Form Submission due date: **Friday, December 20, 2013.**
- Here are some sample items one might include in such a form:
  - I understand that there are intellectual standards in this course and that I am responsible for monitoring my own learning.
  - I understand that I will be held regularly responsible for assessing my own work using criteria and standards discussed in class.

### Preliminary Course Calendar Outline

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12/18</td>
<td>Wednesday</td>
<td>Course Overview &amp; the Definition of Tourism</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>12/19</td>
<td>Thursday</td>
<td>Tourism Industry &amp; its Impact on the U.S. Economy</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>12/20</td>
<td>Friday</td>
<td>Tourism Motivation</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>12/20</td>
<td>Friday</td>
<td>Tourism Demand</td>
<td>Email communication &amp; Student Understanding Form due</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Day</td>
<td>Topic</td>
<td>Assignment</td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>--------</td>
<td>---------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>5</td>
<td>12/23</td>
<td>Monday</td>
<td>Tourism Supply and Market</td>
<td>Self-intro video due</td>
</tr>
<tr>
<td>6</td>
<td>12/24</td>
<td>Tuesday</td>
<td>Tourism Attractions</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>12/26</td>
<td>Thursday</td>
<td>Tourism Attractions; Theme Parks</td>
<td>Term project proposal due</td>
</tr>
<tr>
<td></td>
<td>12/27</td>
<td>Friday</td>
<td>Exam 1</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>12/30</td>
<td>Monday</td>
<td>Tourism Attractions; Casinos</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12/31</td>
<td>Tuesday</td>
<td>Tourism Attractions; Golf</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>1/2</td>
<td>Thursday</td>
<td>Tourism Attractions; Temporary Attractions</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>1/3</td>
<td>Friday</td>
<td>Lodging</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>1/6</td>
<td>Monday</td>
<td>Restaurants</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>1/7</td>
<td>Tuesday</td>
<td>Project Presentation I*</td>
<td>Term project paper &amp; Presentation slides due</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Geography of Tourism; Political Influence</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>1/8</td>
<td>Wednesday</td>
<td>Project Presentation II*</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Geography of Tourism: Tourism that Fights Poverty</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/9</td>
<td>Thursday</td>
<td>Exam 2</td>
<td></td>
</tr>
</tbody>
</table>

* Presentation starts at 9:00 am (EST) each day.

In the past, students have found different interests on this subject resulting in various paces on teaching and learning. Listed below is a tentative course agenda. Some flexibility has been designed into the schedule but the schedule may still need to be changed based upon not only student progress and mastery of the concepts but also the availability of current events and any unforeseen circumstances. Regardless, any change on the schedule will always be announced in advance.