

CLEMSON UNIVERSITY  
College of Behavioral, Social, and Health Sciences  
Department of Park, Recreation, and Tourism Management

PRTM 342 – Introduction to Tourism (14932)  
Spring 2017



Instructor	Garrett A. Stone, M.S.
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Office	Lehotsky Hall 137
Office Hours	Tuesday 9:30am – 10:30am Wednesday 10:30 – 11:30am <b>Or by appointment</b>
Course Time	T, TH 8:00am – 9:15am
Course Location	Lehotsky Hall 246
Teaching Assistant	NA

### Course Description

This course is a survey of travel and tourism in the United States with a focus on terminology, demographics, financial significance, and trends. As a survey course, it covers a *broad* range of topics, whereas future courses will go *deeper* into specific topics.

### Course Objectives

The goal of this course is to examine the phenomenon of tourism and explore the positive (and negative) impact tourism has on individuals, cultures, communities and the environment. Upon completion of this course, students will be able to:

1. Identify and explain the history and complexity of travel and tourism.
2. Identify and explain the terminology used in the tourism industry.
3. Identify and explain the internal and external factors influencing the tourism industry.
4. Identify and explain the internal and external factors that influence traveler decisions.
5. Identify and explain the role of each of the components of the tourism system.

### CBSHS Mission

The College of BSBS is “focused on becoming a national and international leader in solving the problems faced by individuals, families, communities and societies. The College aims to equip students and engage research and outreach to address health and wellness challenges, tackle human impacts on the environment, and build stronger communities by better understanding human, political and social behavior and the impact of an ever-connected world.” The college strives to help students to become “leaders in the effort to solve problems in South Carolina, the nation, and beyond.”

### Required Text & Technology

**Readings:** Outside readings (peer reviewed articles, news articles etc.) may be assigned throughout the course; however, the primary text for the course is a required book:

Goeldner, C., & Ritchie, J. (2012). *Tourism Principles, Practices, Philosophies*, 12<sup>th</sup> Ed. John Wiley & Sons, Inc. ISBN: 978-1118071779.

**Canvas:** Clemson University is transitioning from Blackboard to a platform called Canvas. All materials including announcements, additional readings, discussions, etc. will be posted on this platform. It is your responsibility to check

Canvas on a regular basis to stay up to date with this course. You can access canvas by following this link: <https://clemons.instructure.com/>. Or through the Clemson University central website by following this link: <http://www.clemson.edu/students/> and clicking the CANVAS tab on the right. After you have logged in, choose the courses option on the left and look for the course: S1701-PRTM-3420 Intro to Tourism – gastone. Please take time to peruse canvas before coming to class so you are familiar with the layout and options.

**Laptop/Tablets:** I highly encourage everyone to bring a laptop/tablet if available as there will be in-class activities that may be used for these. However, there will be times when I ask you to put your computers away and take notes the old school way, by hand. When the laptops are out I ask that you please practice self-control on checking social sites, news, games, etc. I will exercise the right to take away laptop privileges if the laptop policy is abused. **Absolutely no electronics are used during guest speakers.**

## Course Policies

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1. **Class Format:** This course is predominately of a lecture/discussion format possibly peppered with on-site visits and guest speakers. I will try to provide a dynamic learning experience through lectures, assignments, exams, etc., but ultimately the learning is up to you. Coming to class prepared, taking assignments and projects seriously, and putting effort into your work will determine what you learn and ultimately your grade in the course. Additionally, your participation in class, sharing experiences and comments are an important and beneficial part of class. Your insightful, interesting, thought provoking questions, comments and observations are expected.
2. **Attendance Policy:** Attendance is not required but highly recommended. Missed assignments/ points can only be made up with a valid excuse (e.g. death in immediate family, illness/ injury with an appropriately dated doctor's note\*, university sanctioned activity, etc.). Other absences that are planned in advance, communicated with me clearly, and are for good reasons (what is considered a good reason will be evaluated on a case by case scenario) may be considered if points need to be made up.

*\*Each student also has **one** opportunity to make up a participation assignment (e.g., in-class activity, homework assignment, or quiz) or location assignment in which the student can make that assignment up without question. This should be reserved for that day in the semester where you need a breather, are sick but not sick enough to go to the doctor, or otherwise can't get it together. \*\*You must notify me within **1 week** of your absence that you want to make these points up.*

Roll may be taken as an additional measure of student performance. Regardless of whether an absence is excused or unexcused, you are held accountable for all of the work covered in each class meeting.

If you miss class for any reason you are responsible for getting the reading assignments, lecture notes, handouts and all other information given out during the class **from your fellow classmates**. Things come up that may keep you out of class, but it is your responsibility to manage your courses and collect information you need. Contact me only if you have an excused absence and need to make-up an in-class points.

3. **Communication:** Email is the quickest way to get hold of me. Make sure you include 'PRTM 342' in the subject line. Also make sure that you address and format your email appropriately: if you do not provide a subject line, do not address me by name, do not sign your own name, or otherwise do not take time to craft a well-constructed email, I may not respond. Please contact me selectively for emergencies and questions that cannot wait. **Please note that I may not respond immediately on the weekends, 2am in the morning, or 30 minutes before assignments are due; please plan accordingly.**
4. **Instructor Tardiness:** If the instructor is more than 10 minutes late to class, the class is officially canceled.

5. Cell Phone Policy: Cell phones should not be used during class (unless requested by instructor), please make sure cell phones are on silent before class begins. **Participation points will be deducted for repeat offenders.**
6. Respect: There will be zero toleration for acts of disrespect to myself or fellow classmates. Any students causing disruption will be asked to leave; continual disruption will result in withdraw from the class. **Period.**
7. Academic Integrity Policy: Cheating is considered to be an attempt to use or provide unauthorized assistance, materials, information, or study aids in any form and in any academic exercise or environment. Cheating includes but is not limited to giving or receiving answers on assignments and test or using any materials or aids pertinent to assignments and tests without permission of the instructor. Any forms of cheating will be penalized under the discretion of the instructor.

“As members of the Clemson University community, we have inherited Thomas Green Clemson’s vision of this institution as a ‘high seminary of learning.’ Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.”

When, in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean for Curriculum in the Office of Undergraduate Studies. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.

8. Plagiarism: **It is your responsibility to understand what constitutes plagiarism.** Plagiarism is defined as the intentional act of representing the words of another, as one's own in any academic exercise. Plagiarism may occur on any paper, report, or other work submitted to fulfill course requirements. This includes submitting work done by another, whether a commercial or non-commercial enterprise, including web-sites, as one's own work. Works that include copied sentences or paragraphs without proper citations, as well as entire articles, sections of books, periodicals, web articles, work from other students, and work you have previously submitted for a grade, are all considered forms of plagiarism. **Plagiarism is grounds for failing assignments and the course.** All students at Clemson University are responsible for knowing the rules governing academic conduct. All written assignments will be submitted to Turnitin.com and saved within the repository.

**Resources on plagiarism:**

<http://www.clemson.edu/academics/academic-integrity/integrityplagiarism.html>

<http://www.clemson.edu/academics/academic-integrity/integrityfaq.html>

<https://www.indiana.edu/~istd/examples.html>

9. Accommodations for students with disabilities: Students with disabilities who need accommodations should make an appointment with Student Disability Services, to discuss specific needs within the first month of classes. Students should present a Faculty Accommodation Letter from Student Disability Services when they meet with instructors. Student Disability Services is located in Suite 239 Academic Success Building (656-6848; sds-l@clemson.edu). Please be aware that accommodations are not retroactive and new Faculty Accommodation Letters must be presented each semester.
10. Writing-style Requirements: All formal written assignments requiring citations should follow APA (6<sup>th</sup> edition) guidelines for writing. If you are considering graduate school, I would recommend purchasing the APA 6<sup>th</sup> Edition Manual now (<http://www.apastyle.org/>). Otherwise, they are for checkout in the library and much of the information can be found online. On written assignments, points will be deducted for excessive grammatical errors so please seek help from the writing center if necessary.

### In-text Citations (just a couple common formats):

1. According to Kerns (2000) the quality of online surveys has vastly improved. (*not a direct quote*)
2. The quality of online surveys has vastly improved (Kerns, 2000). (*not a direct quote*)
3. Krippendorf (1982) stated that, "There are many kinds of travel – from those designed for the masses of tourists, to anonymous journeys following set patterns" (p. 37). (*direct quote*)
4. "There are many kinds of travel – from those designed for the masses of tourists, to anonymous journeys following set patterns" (Krippendorf, 1982, p. 37). (*direct quote*)

### Format for References:

#### Website:

Kerns, I. (2000). E-surveys quality ranks higher than print. Retrieved March 6, 2005, from <http://www.aspe.org/archives/2000/02esurveys.html>.

#### Journal Article/ Academic Paper:

Krippendorf, J. (1982). Towards new tourism policies: The importance of environmental and socio-cultural factors. *Tourism Management*, 3(3), 135-148.

#### Book:

Becker, E. (2013). *Overbooked: The exploding business of travel and tourism*. New York: Simon & Schuster.

### Other online resources for APA formatting:

<http://owl.english.purdue.edu/owl/resource/560/01/>

[http://media.clemson.edu/library/all\\_subjects/styleguides/apa.pdf](http://media.clemson.edu/library/all_subjects/styleguides/apa.pdf)

\***Peer-reviewed articles** (aka: journal articles, manuscripts, work that has been reviewed by experts in the field) include articles that can be located using an academic search engine such as EBSCO, Academic Search Complete, LexisNexis, Google Scholar, etc. Be mindful that even though some reputable news reports may be included in the search results (e.g. New York Times), they are NOT considered peer-reviewed articles. You should not use Wikipedia and personal blog posts as resources in written papers.

11. **Other Academic Support Services:** Students may access a variety of academic support services to support your learning in the online classroom. Here are links to services available:

- Academic Success Center <http://www.clemson.edu/asc/staff.html>
- The Writing Center <http://www.clemson.edu/centers-institutes/writing/>
- Clemson Online Library Guides <http://libguides.clemson.edu/distanceed>
- Online Library Resources <http://www.clemson.edu/library/>
- Academic Advising <http://www.clemson.edu/academics/advising/index.html>
- Registrar <http://www.registrar.clemson.edu/html/indexStudents.htm>

12. **The Clemson University Title IX (Sexual Harassment) Statement:** Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>. Mr. Jerry Knighton is the Clemson University Title IX Coordinator and is also the Director of Access and Equity. His office is located at 111 Holtzendorff Hall, [864.656.3181](tel:864.656.3181) (voice) or [864.565.0899](tel:864.565.0899) (TDD).

13. **Inclement/Bad Weather Policy:** Class will only be cancelled if the university officially closes campus. Normally the university does not cancel classes due to bad weather. On those rare occasions when conditions indicate that a delay or a cancellation is necessary, an official announcement will be broadcast on local television stations. It is your

responsibility to find out the status of campus closings before class and it is ultimately your responsibility to make a decision about your personal safety for traveling to and from campus.

14. Drop/Withdrawal Dates for Semester: **The last day to withdraw from this course without a final grade but with a 'W', is March 17<sup>th</sup>, 2017.** If you do not plan to take this course you must officially withdraw from this course by the above deadline.

Late Penalty Policy: All assignments are due by their deadline in order to be eligible for full credit. Assignments turned in after the assignment is collected will be subject to the following late penalties: 20% deduction immediately, 50% deduction if it is more than 2 days late, and no credit awarded if it is over a week late. Late assignments should still be submitted to Canvas under the assignment tab.

Points based grading. All points are weighted equally in this course (i.e. 5 points missed on an exam is the same as 5 points missed from an assignment). **I do not curve final grades.**

Extra Credit: There may be opportunities for extra credit available throughout the semester in the form of community volunteer opportunities, additional writing assignments, or other activities; however, these opportunities will be given to the class as a whole, and not to individual students seeking extra credit.

- 1. Class Participation (in-class assignments, homework, and/or quizzes) (15pts)** — Participation is important to your success in this class. This class may have announced/unannounced quizzes, in-class assignments, and/or take-home activities. It is expected that you will be actively involved in class discussions. Class participation points cannot be made up without an excused absence, and can be lost for sleeping, unauthorized computer activity, texting, extreme tardiness, and/or leaving class early.
- 2. Location Assignments (20pts)** — Location (state, territory, or major city; & country) assignments. Each student will use a location (domestic & international) as context to better understand the readings and key concepts discussed in class. For example, when we discuss tourism demand, you will have an assignment on tourism demand as it relates to your location. You will be extremely knowledgeable about tourism in your location by the end of this course.
- 3. Niche tourism presentation (10pts)** — Each student will research a niche tourism type and then educate the entire class about it in a 7-minute presentation. We will develop/discuss an outline for the presentation in class and presentations will be dispersed throughout the semester. You must turn in a 1-2 page outline that includes at least 7 references, 3 of which must be peer reviewed. Dates will be assigned once the class roll is set.
- 4. Career Portfolio (10pts)** — Each student will develop a career portfolio with three parts: A Visioning Paper, Job Analysis, and analysis of required Skills, Certification, and Experience. Instructions will be provided in-class.
- 5. Field Research Group Project (10pts)** — Each group will follow the instructions from a tourism planning toolkit (posted on canvas) to evaluate the tourism development in “Lake Hartwell Country.” You will need to complete worksheet 1-10 and 13, as well as a 1-2 page summary and recommendations for future tourism development based on your evaluation.
- 6. Exams (10pts)** — Two (2) exams will be given in this class. Question format may be short answer, multiple choice, true/false, fill in the blank, matching, and/or essay.  
**Exam 1 (10pts) – February 16**  
**Exam 2 (10pts) – March 16**
- 7. Comprehensive Final Exam (15pts)** – The final exam will be completed in-class during the final exam period (Friday May 5th, 7:00-9:30pm). Question format may be short answer, multiple choice, true/false, fill in the blank, matching, and/or essay.

Graded Items	Points	Due Date
Decide your niche tourism presentation topic on Canvas	-1 pt per day late	1/24
Decide your state, territory, or major city on Canvas	-1 pt per day late	1/24
Class participation (in-class assignments/ quizzes/ other homework)	15	Throughout the semester
Location Assignments	20	Throughout the semester
Niche tourism presentation	10	Throughout the semester
Career Portfolio		
Part 1: Visioning Paper	10	1/26
Part 2: Job Position Analysis		2/02
Part 3: Skills, Experience and Training Paper		2/09
Exam 1	10	2/16
Exam 2	10	3/16
Field research (group project)	10	4/20
Comprehensive Final Exam*		5/05
<i>*Students with a standing of an 'A' before the final may be exempt.</i>	15	
<b>TOTAL</b>	100	

### Grading Scale:

A	(90 – 100% ) Excellent indicates work of a very high character (innovative, well written, creative, work that may attract the interest and appreciate of tourism students and academics outside of this course), the highest grade given
B	(80 – 89%) Good indicates work that is definitely above average (competent, thoughtful, well written, and interesting), though not of the highest quality.
C	(70 – 79%) Fair indicates work of average or medium character (okay work that meets the minimum requirements).
D	(60 – 69%) Pass indicates work below average and unsatisfactory, the lowest passing grade.
F	(59% and below ) Failed indicates that the student knows so little of the subject that it must be repeated in order that credit can be received.
I	Incomplete indicates that a relatively small part of the semester's work remains undone. Grade I is not given to a student who made a grade of F on his/her daily work. The incomplete grade is calculated as an F in the student's GPA until the work is made up and a final grade is assigned. Students are allowed thirty days after the beginning of the next scheduled session excluding summers and regardless of the student's enrollment status, to remove the incomplete grade, normally only one extension for each I may be granted, and this is under unusual circumstances. The extension must be approved in writing by the instructor of the course and the chair of the department in which the course was taken. The extension will indicate the nature and amount of work to be completed and the time limit (students under this policy are prohibited from removing the 'I' by repeating the course). A letter grade of I converts to F unless the incomplete is removed within the specified time.

Spring 2017 PRTM 342 - Course Outline

(Subject to change)

Week	Date	Readings Due*	Assignments Due*
Week 1: Course Introduction	Thurs. 1/12	Syllabus (yes, I want you to read it!)  <i>*There may be other readings throughout the semester not listed in the calendar</i>	<i>*There may be other assignments (e.g. homework, in-class activities) due through the semester; this column does not include these assignments</i>
Week 2: What is Tourism?	Tues. 1/17	Goeldner & Ritchie Chapters 1 & 3	
	Thurs 1/19		
Week 3: The Tourism System	Tues. 1/24	Goeldner & Ritchie Chapters 4 & 12	Decide Niche Tourism Topic Decide Location(s)
	Thurs. 1/26		<b>Career Portfolio Part 1: Visioning Paper</b>
Week 4: Transportation & the Tourism Supply Chain	Tues 1/31	Goeldner & Ritchie Chapters 5 & 7	
	Thurs 2/2		<b>Career Portfolio Part 2: Job Position Analysis</b>
Week 5: Accommodations, Attractions, & Events	Tues. 2/7	<b>Guest Speaker: Karen Williams</b> Goeldner & Ritchie Chapters 6 & 8	PRTM Career Fair 2/6, 9:30 – 1:00
	Thurs. 2/9	No Class – Attend Part of Career Fair: Monday February 6 9:30-1:00pm	<b>Career Portfolio Part 3: Skills, Experience, and Training</b>
Week 6: Exam 1	Tues. 2/14		
	Thurs. 2/16		<b>Exam 1</b>
Week 7: Tourism Motivation & Marketing	Tues 2/21	Goeldner & Ritchie Chapters 9 & 19	
	Thurs 2/23		
Week 8: The Anthropology & Sociology of Tourism	Tues. 2/28	Goeldner & Ritchie Chapters 10 & 11	
	Thurs. 3/2		



Week	Date	Readings Due*	Assignments Due*
Week 9: The Economic Impacts of Tourism	Tues. 3/7	Goeldner & Ritchie Chapters 13 & 14	
	Thurs. 3/9		
Week 10: Exam 2	Tues. 3/14		
	Thurs. 3/16		<b>Exam 2</b>
Week 11: Spring Break	Tues. 3/21		
	Thurs. 3/23		
Week 12: Tourism and the Environment	Tues. 3/28	Goeldner & Ritchie Chapter 17	
	Thurs. 3/30		
Week 13: Tourism Policy & Planning	Tues 4/4	Goeldner & Ritchie Chapters 15 & 16	
	Thurs 4/6		
Week 14: Tourism Research	Tues 4/11	Goeldner & Ritchie Chapter 18	
	Thurs 4/13		
Week 15: TBD	Tues 4/18		
	Thurs 4/20		<b>Field Research (group project)</b>
Week 16: The Future of Tourism	Tues 4/25	Goeldner & Ritchie Chapter 20	
	Thurs 4/27		
Final Exam Week	Fri. 5/5	<b>Final Exam is Scheduled by the University for May 5: 7:00-9:30pm</b>	<b>Final Exam</b>