



**COLLEGE of BUSINESS  
AND ECONOMICS**

SCHOOL OF HOSPITALITY, FOOD  
AND TOURISM MANAGEMENT

**TRMH\*6100**

**Foundations of Tourism and Hospitality Theories**

**[0.5 credit] F**

### General Course Information

<b>Instructor:</b>	Marion Joppe
<i>Email</i>	mjoppe@uoguelph.ca
<i>Office Location</i>	MACS 306
<i>Office Hours</i>	By appointment
<i>Department/School</i>	HFTM
<b>Class Schedule:</b>	Monday, 11:30-2:30, MACS 235

### Course Description

The course is designed to discuss theoretical concepts and theories which provide an understanding of societal, managerial and strategic aspects of tourism and hospitality. An emphasis will also be placed on key theories and concepts of relevant disciplines which may affect tourism and hospitality research. The course is the first step in developing a thesis proposal and, eventually, doing your thesis.

### Course Assessment

	<b>Topic</b>	<b>Weight</b>	<b>Due</b>
1.	Biographical profile – oral	10%	24 Sept
2.	Biographical profile – written	5%	29 Sept
3.	Personal definition of tourism and of hospitality	15%	10 Oct
4.	Guest lecture summary	15%	28 Oct
5.	Critical analysis of a relevant theory or model – oral	20%	Nov 19 or 26;
6.	Critical analysis of a relevant theory or model - written	25%	9 Dec
7.	Participation in class and general preparedness	10%	Throughout term

### Course Learning Outcomes

**Upon successfully completing this course, you will be able to show your understanding of major concepts, theories, empirical findings, and research trends in tourism and hospitality through the planning and execution of independent research.**

#### Knowledge and Understanding:

1. Understand much of the theory, model and literature in hospitality, tourism and other social sciences and develop more rigor in your thinking about scientific theories.
2. Demonstrate an understanding of the existing terms used in hospitality and tourism and be able to define an improved definition for your own research.
3. Demonstrate the basic competencies which will aid your personal development should they wish to pursue a PhD degree.

4. Demonstrate an understanding of the global nature of the tourism and hospitality sectors and their diverse constituents (e.g., workforces, communities, businesses, NGOs, governments)

#### Discipline/Professional and Transferable Skills:

5. Select a researchable topic and critically review relevant literature found via your own library research.
6. Prepare a mini-lecture from the assigned readings and other relevant literature
7. Draw practical and theoretical meaning from research results and apply to current phenomena in tourism and hospitality
8. Communicate research findings to academic and professional audiences in the form of clear, well-organized documents and presentations

#### Attitudes and Values:

9. Clearly uphold the highest standards of academic integrity; behave responsibly and act with integrity in the professional and academic societies of tourism and hospitality.

#### Indicative Content

Review tourism and hospitality scholarship including conceptual and theoretical issues:

- Tourism and hospitality systems
- Tourism as a demand side phenomenon: tourist motivations
- Organization of the supply side and its measurement
- Intersection of demand and supply: the destination, hosts & guests
- Relationships with other disciplines (including marketing, management, public administration, sociology, geography and urban planning)
- Environment and tourism & hospitality
- Stakeholder collaboration
- Social networks and social enterprise

#### Required textbook

Bricker, K., & Donohoe, H. (2015). *Demystifying theories in tourism research*. CABI.

#### Schedule

Week 1	Sept 10	<p>Course introduction</p> <ul style="list-style-type: none"> <li>• Assignment of “giant” for biographical profile</li> </ul> <p>Reading:</p> <p><b>“Portrait” series in <a href="#">Anatolia an international journal of tourism and hospitality research</a>.</b></p>
Week 2	Sept 17	<p><b>What is tourism, hospitality, and are they different?</b></p> <ul style="list-style-type: none"> <li>• Hospitality and tourism as we will use the terms in class</li> <li>• Basic concepts and terminology</li> <li>• Types of visitors, forms of tourism</li> </ul>

		<p>Is hospitality and tourism an industry? What is the nature of tourism and hospitality research? What, if anything, distinguishes it from general social science research?</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Chen, K-C. and Groves, D. 1999. "The importance of examining philosophical relationships between tourism and hospitality curricula, International Journal of Contemporary Hospitality Management, 11(1):37-42.</i></li> <li>• <i>Smith, S. 2017. Chapter 1, "The Nature of Tourism Research", Practical Tourism Research, CABI.</i></li> <li>• <i>Towner, J. 1995. What Is Tourism's History? Tourism Management, 16:339-343.</i></li> </ul>
Week 3	Sept 24	Oral presentations of biographical profiles
Week 4	Oct 1	<p><b>Theories, concepts, and models</b></p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Chapter 1: Theoretical Perspectives on Tourism – An Introduction</i></li> <li>• <i>Smith, S.; Xiao, H.; Nunkoo, R.; and Tukamushaba, E. 2013. Theory in Hospitality, Tourism, and Leisure Studies, Journal of Hospitality Marketing and Management, 22:875 – 894.</i></li> <li>• <i>Wacker, J. (1998). A definition of theory: Research guidelines for different theory-building research methods in operations management. Journal of Operations Management, 16, 361-385.</i></li> </ul>
Week 5	Oct 8	<b>Fall Break</b>
Week 6	Oct 15	<p><b>The management of services</b></p> <ul style="list-style-type: none"> <li>• Understanding customer needs from a managerial perspective</li> <li>• Expectations and perceptions of quality</li> <li>• Integrating of operations, marketing and human resources</li> </ul> <p>The supply-side</p> <ul style="list-style-type: none"> <li>• What does it connote? <ul style="list-style-type: none"> <li>○ What shapes motivation for tourism</li> <li>○ What forces can influence the market</li> <li>○ Differences between psychological and sociological perspectives</li> </ul> </li> </ul> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Grönroos, C. 1994. From Scientific Management to Service Management: A Management Perspective for the Age of Service Competition. International Journal of Service Industry Management, 5: 5-20.</i></li> <li>• <i>Lusch, R., and Vargo, S. 2011. Service-Dominant Logic: A Necessary Step. European Journal of Marketing, 45:1298-1309.</i></li> <li>• <i>Smith, S. 1994. The Tourism Product. Annals of Tourism Research, 21:582-595.</i></li> </ul>

		<ul style="list-style-type: none"> <li>• <i>Vargo, S. and Lusch, R. 2004. Evolving to a New Dominant Logic for Marketing, Journal of Marketing, 68 (January):1-17.</i></li> </ul>
Week 7	Oct 22	<p><b>Guest lecturer: Sandy Shen, PhD candidate</b></p> <p><b>Destination image and branding</b></p> <ul style="list-style-type: none"> <li>• How is a destination's image created?</li> <li>• What role does branding play in destination management?</li> </ul> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Chapter 9: Theoretical Perspectives on Destination Image</i></li> <li>• <i>Chapter 13: Theoretical Perspectives on Place Perceptions</i></li> <li>• Gallarza, M. G., Saura, I. G., &amp; Garcia, H. C. (2002). Destination image: towards a conceptual framework. <i>Annals of Tourism Research, 29(1)</i>, 56-78.</li> <li>• Elliot, S., Papadopoulos, N., &amp; Kim, S. (2011). An Integrative Model of Place Image: Exploring Relationships between Destination, Product, and Country Images. <i>Journal of Travel Research, 50(5)</i>, 520-534.</li> </ul>
Week 8	Oct 29	<p><b>The demand-side</b></p> <ul style="list-style-type: none"> <li>• What does it connote? <ul style="list-style-type: none"> <li>○ What shapes motivation for tourism</li> <li>○ What forces can influence the market</li> <li>○ Differences between psychological and sociological perspectives</li> </ul> </li> </ul> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Cohen, E. 2008. The Changing Faces of Contemporary Tourism, Society, 45:330-333.</i></li> <li>• <i>Dann, G. 1981. Tourist Motivation: An Appraisal. Annals of Tourism Research 8:187-219.</i></li> <li>• <i>Mannell, R. and Iso-Ahola, S. 1981. Psychological Nature of Leisure and Tourism Experience. Annals of Tourism Research, 14:314-331.</i></li> <li>• <i>Ritchie, J.; Tung, V.; and Ritchie, R. Tourism Experience Management Research. International Journal of Contemporary Hospitality Management., 23:419-438.</i></li> <li>• <i>Tung, V. and Ritchie, J. 2011. Exploring the Essence of Memorable Tourism Experiences. Annals of Your Research. 38:1367-1386.</i></li> </ul>
Week 9	Nov 5	<p><b>Tourism-related Attitudes, Beliefs, and Behaviours:</b></p> <ul style="list-style-type: none"> <li>• What are the relationships among these concepts?</li> </ul> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Chapter 14: Theoretical Perspectives on Environmental Attitudes and Travel Choices</i></li> <li>• <i>Carr, N. (2002). The Tourism-Leisure Behavioural Continuum. Annals of Tourism Research, 29:972-986</i></li> <li>• <i>March, R. and Woodside, A. (2005). Testing Theory Of Planned versus Realized Tourism Behavior. Annals of Tourism Research, 32:905-924.</i></li> </ul>

		<ul style="list-style-type: none"> <li>• <i>Pearce, P. and Lee, U-I. (2005). Developing the Travel Career Approach to Tourist Motivation. Journal of Travel Research, 43:226-237.</i></li> </ul>
Week 10	Nov 12	<p><b>Guest lecturer: Dr Mark Holmes</b></p> <p><b>Stakeholders, their interaction and management</b></p> <ul style="list-style-type: none"> <li>• Stakeholder theory</li> <li>• Referential and Negotiation Theory</li> <li>• Residents and conflicts with tourism</li> <li>• The need for collaboration</li> </ul> <p><i>Readings:</i></p> <ul style="list-style-type: none"> <li>• <i>Chapter 3: Theoretical Perspectives on Stakeholders in Tourism Management</i></li> <li>• <i>Chapter 5: Theoretical Perspectives on Rural Tourism Development</i></li> <li>• Beaumont, N., &amp; Dredge, D. (2010). Local tourism governance: A comparison of three network approaches. <i>Journal of Sustainable Tourism, 18(1), 7-28.</i></li> <li>• Beritelli, P., &amp; Bieger, T. (2014). From destination governance to destination leadership—defining and exploring the significance with the help of a systemic perspective. <i>Tourism Review, 69(1), 25-46.</i></li> </ul>
Week 11	Nov 19	Student presentations on chosen theory
Week 12	Nov 26	Student presentations on chosen theory

**Seminars**                      *Students are encouraged to attend the PhD/MSc seminars offered by the College of Business and Economics whenever possible*

**Workshops**                    *There are numerous workshops held by the library providing study and research assistance as well as workshops on various statistical techniques. Students are encouraged to attend these whenever possible. Most are free.*

### Course Resources

***The readings can be downloaded through the Library's on-line journal access or else are provided through CourseLink.***

### Course Policies

#### Grading Policies

Late assignments will be penalized 5% of the grade per day. When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the graduate calendar for information on regulations and procedures for Academic Consideration:

[https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec\\_d0e2223.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2223.shtml)

***Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted, they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.***

## University Policies

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is detailed in the Graduate Calendar: [https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec\\_d0e2700.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2700.shtml)

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### Drop date

The last date to drop one-semester courses, without academic penalty, is **November 1, 2018**. For regulations and procedures for Dropping Courses, see the Graduate Academic Calendar: <https://www.uoguelph.ca/registrar/calendars/graduate/current/sched/sched-dates-f10.shtml>