



TRMH*6100 Foundations of Tourism and Hospitality Theories

Instructor: Marion Joppe, PhD et al.
Pre-requisites: None
Co-requisites: None

Course Description

The course covers theoretical concepts and theories which provide an understanding of societal, managerial and strategic aspects 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
- Strategic management concepts in hospitality and tourism
- Information and communication technology theories and models
- Leadership and entrepreneurship theories
- HR and OB concepts
- Stakeholder collaboration
- Social networks and social enterprise

Course Learning Outcomes:

Upon successfully completing this course, students will:

Knowledge and Understanding:

1. Understand much of the theory, model and literature in hospitality, tourism and other social sciences and can develop more rigor in their 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 their own research.
3. Develop in students the basic competencies which will aid their personal development should they wish to pursue a master degree.

Discipline/Professional Skills:

4. Select a researchable topic and critically review relevant literature found via the student's

own library research.

5. Able to prepare a mini-lecture from the assigned readings and other relevant literature to others
6. Logically explain the process of student's own research work

Transferable Skills:

7. Have had opportunities to enhance their abilities in a range of transferable skills
8. Improve visual and oral communication skills regarding a chosen theory or model.
9. Be able to write reports presenting the findings of their work to inform other students as clearly and succinctly as possible.

Course Assessment

			<i>Related Learning Outcomes</i>
<i>Assessment 1:</i>	40%	Written assignment focused on critiquing a theory and/or model	Students are able to propose an improved definition of the vital terms used in the hospitality and tourism research; demonstrate their ability to debunk or discuss evolution of a theory or model
<i>Assessment 2:</i>	30%	Test on assigned readings	Student can learn how to summarize and analyze all the readings for the week responsible and respond to a analytical question.
<i>Assessment 3:</i>	20%	Book synthesis, presentation and discussion	Students will demonstrate a full understanding of the theory presented by synthesizing the salient aspects.
<i>Assessment 4:</i>	10%	Participation and general preparedness for class discussions	
Total	100%		

Readings

No required textbooks. However, each student will be assigned a seminal book to read, synthesize it and any subsequent reflections by the author in 5 pages to be distributed to peers, and lead a class discussion on the subject. This is separate from Assignment #1.

1. MacCannell, D. (1976). The tourist – a new theory of the leisure class. New York: Schocken Books
2. Smith, V. (1977). Hosts and Guests: An anthropology of tourism. Philadelphia: University of Pennsylvania Press
3. Inskeep E. (1991). Tourism planning: an integrated and sustainable development approach. New York: Van Nostrand Reinhold

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4. Murphy, P. (1985). *Tourism. A community approach*. New York: Methuen

Readings of seminal articles are provided on a weekly basis and MUST BE READ prior to class to ensure full discussion and participation.

Course Flow

Week 1

What is tourism? What is a tourist?

- Basic definitions
- Why use a tourism system approach?
- Importance, interdependence and characteristics of services

Week 2

The demand side – what makes people travel?

- History of tourism
- Factors influencing the market
- Tourism motivations

Readings:

Towner, J. (1995). What is tourism's history? *Tourism Management*, 16(5), 339-343

Dann, G. (1981), Tourist motivation: An appraisal, *Annals of Tourism Research*, 8(2), 187-219

Cohen, E. (2008). The changing faces of contemporary tourism, *Society*, 45(4), 330-333

Week 3

What makes people behave the way they do when they travel?

- Attitudes, beliefs and behaviour
- behavioral theories and models

Readings:

Iso-Ahola, S.E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262

Carr, N. (2002). The tourism-leisure behavioural continuum. *Annals of Tourism Research*, 29(4), 972-986

Pearce, Ph. and Lee, U.-I. (2005) Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226-237

Week 4

The supply side – the management of services

- Understanding customer needs from a managerial perspective
- Expectations and perceptions of quality
- Integrating of operations, marketing and human resources

Readings:

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(1), 5-20.

Lusch, R., & Vargo, S. (2011). Service-dominant logic: a necessary step. *European Journal of Marketing*, 45(7/8), 1298-1309.

Vargo, S.L. & Lusch, R.F. (2004) Evolving to a New Dominant Logic for Marketing, *Journal of Marketing*, 68 (January), 1-17.

Week 5

The supply side – What is hospitality?

- Etymology and sector components
- Evolution and trends in hospitality
- Managerial issues and implications

Readings:

Ariffin, A. A. M. (2013). Generic dimensionality of hospitality in the hotel industry: A host–guest relationship perspective. *International Journal of Hospitality Management*, 35, 171-179.

Baloglu, S. & Assante, L. (1999). A Content Analysis of Subject Areas and Research Methods Used in Five Hospitality Management Journals. *Journal of Hospitality & Tourism Research*, 23(1), 53-70

Lynch, P., Molz, J. G., McIntosh, A., Lugosi, P., & Lashley, C. (2011). Theorizing hospitality. *Hospitality & Society*, 1(1), 3-24.

Newell, G. & Seabrook, R. (2006). Factors influencing hotel investment decision making. *Journal of Property Investment & Finance*, 24(4), 279-294

Week 6

The destination – planning, developing and controlling tourism

- What makes a destination competitive?
- How are destinations planned and developed?
- How does destination management differ from its marketing?
- What has been the impact of technology?

Readings:

Plog, S. (1974). Why Destination Areas Rise and Fall in Popularity, *Cornell Hotel and Restaurant Administration Quarterly*, 14(4), 55-58

Crouch, G.I. (2011). Destination competitiveness: an analysis of determinant attributes. *Journal of Travel Research*, 50(1), 27-45.

Getz, D. (1986). Models in Tourism Planning: Towards integration of theory and practice. *Tourism Management*, 7(1), 21-32.

McLennan, C.-I., Ruhanen, L., Ritchie, B., & Pham, T. (2012). Dynamics of Destination Development. *Journal of Hospitality & Tourism Research*, 36(2), 164-190

Saraniemi, S., & Kylänen, M. (2011). Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches. *Journal of Travel Research*, 50(2), 133-143

Week 7

Destination image and branding

- How is a destination's image created?
- What role does branding play in destination management?

Readings:

Gallarza, M. G., Saura, I. G., & Garcia, H. C. (2002). Destination image: towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56-78.

Elliot, S., Papadopoulos, N., & Kim, S. (2011). An Integrative Model of Place Image: Exploring Relationships between Destination, Product, and Country Images. *Journal of Travel Research*, 50(5), 520-534.

Hankinson, G. (2007). The management of destination brands: Five guiding principles based on recent developments in corporate branding theory. *Journal of Brand Management*, 14(3), 240-254.

Week 8

Student presentations of assigned texts and class discussion

Week 9

Stakeholders, their interaction and management

- Stakeholder theory
- Referential and Negotiation Theory
- Residents and conflicts with tourism
- The need for collaboration

Readings:

Greenwood, D. (1977). Culture by the pound: An anthropological perspective on tourism as a cultural commoditization. In Valene Smith (Ed.) *Hosts and Guests* (171-186).

Jamal, T. & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1), 186-204.

Jamal, T., Taillon, J., & Dredge, D. (2011). Sustainable tourism pedagogy and academic-community collaboration: A progressive service-learning approach. *Tourism and Hospitality Research*, 11(2), 133-147.

Stronza, A. (2005). Hosts and Hosts: the Anthropology of Community-Based Ecotourism in the Peruvian Amazon. *Napa Bulletin*, 23(1), 170-190.

Week 10

Culture, authenticity and commoditization

- What is cultural integrity?
- The different understandings of authenticity
- Commoditization and the experience economy

Readings:

Cohen, E. (1988) Authenticity and Commoditization in Tourism, *Annals of Tourism Research*, 15, 371-386.

Andersson, T. D. (2007). The Tourist in the Experience Economy. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 46 - 58.

Cohen, E. (2002). Authenticity, Equity and Sustainability in Tourism. *Journal of Sustainable Tourism*, 10(4), 267-276.

Yang, L. (2011). Ethnic tourism and cultural representation, *Annals of*

Week 11 & 12

Strategic Management

In weeks 11 and 12 we will take a whirlwind tour of management theory, with an extended stay in stakeholder theory, which we will apply to a strategic management issue facing a “resort” using a role-play. Week 11 will focus on understanding strategic management concepts, various theory of management and organization, and discussion of the relevance of these theories to tourism issues and research. Week 12 will be devoted to the role play.

Readings:

Teece, D. J. (2007). Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. *Strategic management journal*, 28(13), 1319-1350.

Miles, J.A. (2012). Management and Organization Theory – A Jossey Bass Reader. San Francisco: Jossey Bass. Read the following chapters:

- Chapter 1: Introduction (aim to understand why theory is useful)
- Chapter 2: Absorptive Capacity Theory
- Chapter 10: Dynamic Capabilities Theory
- Chapter 17: Institutional Theory
- Chapter 29: Sensemaking Theory
- Chapter 37: Stakeholder Theory
- Chapter 40: Transaction Cost Theory

Van Duren, E. (2013). *Business Policy*. Reader for BUS4250, University of Guelph

Academic Policies

E-mail Communication

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the University and its students.

When You Cannot Meet a Course Requirement

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

http://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1400.shtml

Drop Date

The last date to drop one-semester courses, without academic penalty, is Thursday, October 31. Two-semester courses must be dropped by the last day of the add period in the second semester. Refer to the Graduate Calendar for the schedule of dates:

<http://www.uoguelph.ca/registrar/calendars/graduate/current/sched/sched-dates-f10.shtml>

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. The Academic Misconduct Policy is detailed in the Graduate Calendar:

http://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1687.shtml

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded in any electronic media without the permission of the presenter, whether the instructor, a classmate or guest lecturer.

Resources

The Graduate Calendar is the source of information about the University of Guelph's procedures, policies and regulations that apply to graduate programs:

<http://www.uoguelph.ca/registrar/calendars/graduate/current/>
