



General Course Information

Instructor: Marion Joppe, PhD
Email mjoppe@uoguelph.ca
Office Location MACS #306
Office Hours By appointment
Department/School HFTM

Class Schedule: Tuesdays, 11:30-2:30 in MACS #235

Pre-requisites: N/A

Course Description

The course covers theoretical concepts and theories that provide an understanding of societal, managerial and strategic aspects of tourism and hospitality.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

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 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.

Discipline/Professional and Transferable Skills:

4. Select a researchable topic and critically review relevant literature found via your own library research.
5. Prepare a mini-lecture from the assigned readings and other relevant literature
6. Write reports presenting the findings of your work to inform other students as clearly and succinctly as possible.

Attitudes and Values:

8. Discuss knowledgeably the appropriate ethics concerning both professional conduct and the use

of human subjects in research

9. Clearly uphold the highest standards of academic integrity

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 Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	40%	Critical analysis of a theory and/or model	1, 2, 3, 4, 6, 9	Nov. 14; dropbox 1 week after topic as per outline; dropbox Nov. 4; dropbox
Assessment 2:	30%	Essay question on assigned readings	1, 2, 3, 9	
Assessment 3:	20%	Book synthesis, presentation and discussion	1, 2, 3, 5	
Assessment 4:	10%	Participation and general preparedness for class discussions	1, 2, 3	
Total	100%			End of course

Teaching and Learning Practices (as appropriate)

Lectures	Week 1	What is tourism? What is a tourist? <ul style="list-style-type: none">• Basic definitions• Why use a tourism system approach?• Importance, interdependence and characteristics of services
	Week 2	The demand side – what makes people travel? <ul style="list-style-type: none">• History of tourism• Factors influencing the market• Tourism motivations <p>Readings: Towner, J. (1995). What is tourism's history? <i>Tourism Management</i>, 16(5), 339-343</p>

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

Guest lecturer: Dr. von Massow

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

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 6

No class – Fall break

Week 7

Guest lecturer: Dr. Choi

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:

Enright, M. J., & Newton, J. (2004). Tourism destination competitiveness: a quantitative approach. *Tourism management*, 25(6), 777-788.

Formica, S., & Kothari, T. H. (2008). Strategic destination planning: Analyzing the future of tourism. *Journal of Travel Research*.

Cracolici, M. F., & Nijkamp, P. (2009). The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions. *Tourism Management*, 30(3), 336-344.

Week 8

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 Tourism Research*, 38(2), 561-585

Week 9

No class due to Tourism Summit

Week 10

Guest lecturer: Prof. Taillon

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 11 Student presentations of assigned texts and class discussion

Week 12 Guest lecturer: Dr. van Duren

Strategic Management

In the last week, we will speak about "management, economics and policy" from a "management scholar's perspective".

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

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.*

Field Trip *Students are encouraged to attend the Ontario Tourism Summit on November 13, 2014. The cost per student is \$50 + HST, with transportation provided by the School.*

Course Resources

Required Texts:

There are no required texts. The readings can be downloaded through the Library's online journal access or else are provided through Courselink.

Recommended Texts:

Assignment #3: Each student will be assigned a seminal book to read, synthesize and present with any subsequent reflections by the author in 5 pages to be distributed to peers. Students will lead a class discussion on the subject. **Students cannot use their material as part of 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
4. Murphy, P. (1985). Tourism. A community approach. New York: Methuen

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:

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

Course Policy regarding use of electronic devices and recording of lectures

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 Consideration

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 academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.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. 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 Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

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 or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is **October 31, 2014**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

