

HFTM*4170 International Tourism

W21
0.5 Credits

General Course Information

Instructor:	Marion Joppe
<i>Email</i>	mjoppe@uoguelph.ca
<i>Office Location Office</i>	MACS#306
<i>Hours</i>	By appointment
<i>Department/School</i>	HFTM
Class Schedule	Wednesdays, 10:00-11:20 am - synchronous
Pre-requisites:	14.00 credits including HTM*3160

Course Description

This course encourages students to develop a cross-cultural awareness of the dimensions and issues of tourism, and the trends that shape the various sectors of the industry in every region of the world. Students will gain knowledge of the social, political and economic impacts of tourism globally, the patterns of international travel, regional development and marketing implications.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

- 1) *Demonstrate an understanding of the global tourism environment and trends driving its development in terms of arrivals and expenditures;*
- 2) *Demonstrate an understanding of the patterns of development in tourism regions;*
- 3) *Analyze and evaluate the various sectors that constitute the tourism industry in Canada and worldwide and their likely evolution throughout the 21st century;*

Discipline/Professional and Transferable:

- 4) *Apply data interpretation skills and the demonstrate the ability to read statistical tables and graphs;*

5) Display enhanced writing and presentation skills through a variety of critical and analytical assignments;

Attitude and Values:

6) Show critical appreciation of the trends shaping our world as they pertain to tourism

7) Engage in collaboration and constructive criticism to help peers improve their own work.

Indicative Course Content and Materials

Note: The COVID-19 pandemic has caused unprecedented harm to the global travel and tourism industry. You will be tracking its impacts on various sectors and aspects of the industry and are responsible for regularly updating the class on developments. Most classes will also start with a discussion of current events. Please bring discussion topics to every class along with your analysis. These will be a part of your participation grade.

Week	Topics	Readings/other
Week 1, Jan 13	Introduction and course overview; formation of groups Skift Megatrends 2025 - podcast	Set up “meet & greets”
Week 2, Jan 20	Coping with COVID-19 – 3 minute talks	Definitions in International tourism Major issues and trends impacting tourism globally
Week 3, Jan 27	Overview of international tourism, regions of the world, industrialized versus developing countries	<i>Tourism Towards 2030 / Global Overview</i> <u>Tourism 2020 Vision Vol. 7 Global Forecast and Profiles of Market Segments</u>
Week 4, Feb 3	Global Regions: Canada	Asynchronous: Caribbean, Central (including Mexico) America, South America
Week 5, Feb 10	Global Regions: USA	Asynchronous: UK, France, Germany, Mediterranean, MENA (+ Turkey/ Israel), North Africa, Sub-Saharan Africa, South Africa
Week 6, Feb 17	Reading Week	
Week 7, Feb 24	Global Regions:	Asynchronous: Russia, China, India, Australia/ New Zealand
Week 8, Mar 3	Trends, issues and strategic marketing: lodging sector	Take-home Test

Week 9, Mar 10	Trends, issues and strategic marketing: food service sector	
Week 10, Mar 17	Trends, issues and strategic marketing: airline sector	
Week 11, Mar 24	Trends, issues and strategic marketing: cruise sector	
Week 12, Mar 31	Trends, issues and strategic marketing: travel trade and distribution	
Week 13, Apr 7	Post-pandemic outlook	Take-home Test

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	5%	<i>Coping with COVID</i>	5	Jan 20, discussion
Assessment 2:	20%	<i>Geographic presentation</i>	1,2, 4, 5, 6,	Feb 1, dropbox
Assessment 3:	25%	<i>Sector trend analysis</i>	1,2, 4, 5, 6,	Mar 1, dropbox
Assessment 4:	30%	<i>Take home Tests</i>	1, 2, 4, 6	Mar 8 & Apr 13, dropbox
Assessment 5:	20%	<i>Participation</i>	1, 2, 4, 6, 7	Throughout course
Total	100%			

Assignment 1: **Individually**, create one art drawing or collage that reflects your thoughts about COVID-19, its impact on you, your learning and career ambitions and/or coping strategies. The drawing should be accompanied by a one-two paragraph description. These will be posted under “Discussions” and shared with the class through a brief presentation, followed by class reflection.

Assignment 2: **Individually**, prepare a voice-over powerpoint addressing: basic geographic and economic information; historical evolution of inbound/outbound tourism; major market segments; impact of COVID-19; other relevant information. Post to discussion as well as dropbox by due date.

Assignment 3: **In groups of 3**, discuss the evolution of the sector chosen; its importance to date; impacts of COVID-19 and future outlook. Post to discussion as well as dropbox by due date.

Assignment 4: Tests will be distributed at least 5 days prior to due date.

Assignment 5: Participation is based on staying current with the news, following the evolution

of COVID-19 impacts on your sector, posting at least 3 summaries from the IMPACT conference, and other webinars as announced.

Grading Policies

Submit assignments ELECTRONICALLY in **Word, spaced 1.15** through the Courselink dropbox where indicated, by midnight of the day they are due. A penalty of 5% per day will apply to late assignments unless accompanied by a medical certificate. Please note that these policies are binding unless academic consideration is given to an individual student.

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment, if appropriate.

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Illness

The University will not normally require verification of illness (doctor's notes) for fall 2020 or winter 2021 semester courses. However, requests for Academic Consideration may still require medical documentation as appropriate.

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

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

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is **April 12, 2021**.

For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website <https://news.uoguelph.ca/2019-novel-coronavirus-information/> and circulated by email.

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the University of Guelph Human Rights Policy. Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Date Submitted to Chair:	December 9, 2020
Chair Signature (Approval):	
Date Approved by Chair:	