

**TRMH\*6100**  
**Foundations of Tourism and Hospitality Theories**  
**F19**  
**0.5 Credits**

### 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, MAC#233
<b>Pre-requisites:</b>	N/A
<b>Restrictions:</b>	N/A

### 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 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 you 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

### 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.

### Summary of Course Content and Materials

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

### Course Assessment

			Associated Learning Outcomes	Due Date
<b>Assessment 1:</b>	15%	Biographical profile – oral + written	LO 6, 8 - 9	<i>Sept 25 + 30</i>
<b>Assessment 2:</b>	15%	Personal definition of tourism and of hospitality	LO 2, 9	<i>Oct 7</i>
<b>Assessment 3:</b>	15%	Guest lecture summary	LO 2-3	<i>Oct 28</i>
<b>Assessment 4:</b>	15%	Culture canvas summary	LO 2-3, 7-8	<i>Nov 11</i>
<b>Assessment 5:</b>	15%	Critical analysis of a relevant theory/model – oral	LO 1-3, 5-9	<i>Nov 18 or 25</i>
<b>Assessment 6:</b>	15%	Critical analysis of a relevant theory or model – written	LO 1-3, 5, 7-9	<i>2 weeks after oral presentation</i>
<b>Assessment 7:</b>	10%	Participation in class and general preparedness	LO 1-9	Throughout term
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

<b>Lectures</b>	Most classes will start with a review of news items for a brief discussion on a number of wide ranging topics and their relationship to tourism. Students will be randomly called upon to briefly summarize the key points of the readings and present a critique.
<b>Seminars</b>	Students are encouraged to attend the PhD/MSc seminars offered by the College of Business and Economics whenever possible
<b>Workshops</b>	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

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

**Other Resources:** The readings can be downloaded through the Library's on-line journal access. Some may be provided through Courselink.

## Schedule

Sept 9	<b>Course introduction</b> <ul style="list-style-type: none"> <li>Assignment of "giant" for biographical profile</li> </ul> <b>Reading:</b> "Portrait" series in <a href="#">Anatolia an international journal of tourism and hospitality research</a> .
Sept 16	<b>What is tourism, hospitality, and are they different?</b> <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> <li>Is hospitality and tourism an industry?</li> <li>What is the nature of tourism and hospitality research? What, if anything, distinguishes it from general social science research?</li> </ul> <b>Readings:</b> <ul style="list-style-type: none"> <li>Chen, K-C. and Groves, D. 1999. "The importance of examining philosophical relationships between tourism and hospitality curricula, <i>International Journal of Contemporary Hospitality Management</i>, 11(1): 37-42.</li> <li>Smith, S. 2017. Chapter 1, "The Nature of Tourism Research", <i>Practical Tourism Research</i>, CABI.</li> <li>Towner, J. 1995. What Is Tourism's History? <i>Tourism Management</i>, 16: 339-343.</li> </ul>
Sept 23	Oral presentations of biographical profiles
Sept 30	<b>Theories, concepts, and models</b> <b>Readings:</b> <ul style="list-style-type: none"> <li>Chapter 1: Theoretical Perspectives on Tourism – An Introduction</li> <li>Smith, S.; Xiao, H.; Nunkoo, R.; and Tukamushaba, E. 2013. Theory in Hospitality, Tourism, and Leisure Studies, <i>Journal of Hospitality Marketing and Management</i>, 22: 875 – 894.</li> <li>Wacker, J. (1998). A definition of theory: Research guidelines for different theory-building research methods in operations management. <i>Journal of Operations Management</i>, 16: 361-385.</li> </ul>
Oct 7	<b>The management of services - The supply-side</b> <ul style="list-style-type: none"> <li>Understanding customer needs from a managerial perspective</li> </ul>

	<ul style="list-style-type: none"> <li>• Expectations and perceptions of quality</li> <li>• Integrating of operations, marketing and human resources</li> </ul> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Grönroos, C. 1994. From Scientific Management to Service Management: A Management Perspective for the Age of Service Competition. <i>International Journal of Service Industry Management</i>, 5: 5-20.</li> <li>• Lusch, R., and Vargo, S. 2011. Service-Dominant Logic: A Necessary Step. <i>European Journal of Marketing</i>, 45: 1298-1309.</li> <li>• Smith, S. 1994. The Tourism Product. <i>Annals of Tourism Research</i>, 21: 582-595.</li> </ul>
Oct 14	<b>Fall break – no class</b>
TBD	<p><b>Guest lecture:</b> Dr. Erna van Duren</p> <p><b>Global value chains</b></p> <ul style="list-style-type: none"> <li>• how to think about fixed and dynamic capabilities</li> <li>• issues for food, lodging and tourism businesses</li> </ul> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Gereffi, G., &amp; Lee, J. (2016). Economic and social upgrading in global value chains and industrial clusters: Why governance matters. <i>Journal of Business Ethics</i>, 133(1): 25-38.</li> <li>• Humphrey, J. (2006). <i>Global Value Chains and Production Networks: Prospects for Upgrading by Developing Countries</i>, Institute of Development Studies University, Sussex, Brighton, UK</li> </ul>
Oct 28	<p><b>Guest lecture:</b> Sandy Shen, PhD candidate</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><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Chapter 9: Theoretical Perspectives on Destination Image</li> <li>• Chapter 13: Theoretical Perspectives on Place Perceptions</li> <li>• Gallarza, M. G., Saura, I. G., &amp; Garcia, H. C. (2002). Destination image: towards a conceptual framework. <i>Annals of Tourism Research</i>, 29(1): 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</i>, 50(5): 520-534.</li> </ul>
Nov 4	<p><b>The demand-side:</b> What does it connote?</p> <ul style="list-style-type: none"> <li>o What shapes motivation for tourism</li> <li>o What forces can influence the market</li> <li>o Differences between psychological and sociological perspectives</li> </ul> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Cohen, E. 2008. The Changing Faces of Contemporary Tourism, <i>Society</i>, 45: 330-333.</li> <li>• Dann, G. 1981. Tourist Motivation: An Appraisal. <i>Annals of Tourism Research</i> 8: 187-219.</li> <li>• Mannell, R. and Iso-Ahola, S. 1981. Psychological Nature of Leisure and Tourism Experience. <i>Annals of Tourism Research</i>, 14: 314-331.</li> <li>• Ritchie, J.; Tung, V.; and Ritchie, R. Tourism Experience Management Research. <i>International Journal of Contemporary Hospitality Management</i>, 23: 419-438.</li> <li>• Tung, V. and Ritchie, J. 2011. Exploring the Essence of Memorable Tourism Experiences. <i>Annals of Your Research</i>. 38: 1367-1386.</li> </ul> <p><b>Watch at home:</b></p> <p>"Understanding the impact of culture on tourist behaviour" and complete the culture canvas for your home country (unless it's China and then do Canada)</p>
Nov 11	<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>

	<b>Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 14: Theoretical Perspectives on Environmental Attitudes and Travel Choices</li> <li>• Carr, N. (2002). The Tourism-Leisure Behavioural Continuum. <i>Annals of Tourism Research</i>, 29: 972-986</li> <li>• March, R. and Woodside, A. (2005). Testing Theory Of Planned versus Realized Tourism Behavior. <i>Annals of Tourism Research</i>, 32: 905–924.</li> <li>• Pearce, P. L. and Lee, U-I. (2005). Developing the Travel Career Approach to Tourist Motivation. <i>Journal of Travel Research</i>, 43: 226-237.</li> </ul>
Nov 18	Student presentations on chosen theory
Nov 25	Student presentations on chosen theory

## Course Policies

### Grading Policies

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.

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

### 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/graduate/2018-2019/genreg/sec\\_d0e2502.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2502.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 Graduate Calendar:

[https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec\\_d0e2952.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2952.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](mailto: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 November 29, 2019. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/sched/sched-dates-f10.shtml>

<b>Date Submitted to Chair:</b>	August 9, 2019
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	