



HMD 271 Tourism Planning and Development

Department of Applied Human Sciences

Western Kentucky University

Summer 2020

Contact Information

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Office Hours: MTW 10am–12:30pm (Online)

Course Description

Evaluation of international and domestic travel, tourism, economics, and cultural impact. Examination of tourism management, meeting planning, travel systems, food and lodging systems, and tourist attractions.

Terminal Course Outcome

Students will be able to understand tourism management principles and develop critical skills in the analysis and drafting of tourism destination management plans.

Course Objectives

This course fulfills the Colonnade Program's requirements for the Local to Global subcategory of the Connections category. Following successful completion of this course, the student will be able to have the understanding of:

1. Terminologies appropriate to the tourism industry.
2. External factors that impact the tourism industry.
3. Internal and external factors that influence individuals' decision to travel.
4. The process involved in tourism planning and sustainable development.
5. Marketing strategies used in tourism industry.
6. Interrelationships among meeting planning, travel systems, food and lodging systems, and tourist attractions.
7. Current global forces that are shaping the tourism industry for the future.

Required Textbook

Morrison, A. M., Lehto, X. Y., & Day, J. G. (2018). *The Tourism System (8th Edition)*. Kendall Hunt. ISBN 978-1-4652-9925-3.

Communication

Email is the fastest way to contact the instructor. When sending an email, the subject line must have the course number followed by the topic. For example: HMD 271 – Question about Homework 3. All course communications to students will be sent only to the student's official WKU email account. Additionally, regular course announcement, reminders, and updates will be posted on the Blackboard Announcements on the course site. Students are responsible for checking their WKU email account AND Blackboard Announcement page regularly to stay current with course information.

Blackboard

This course will be presented using Blackboard software. If you are not familiar with Blackboard, please complete the Blackboard Student User Training. To sign up, go to Blackboard and sign in, and click the IT Training tab (top, toward the right, black with white writing). Look for IT Blackboard Student User Training– students will gain instant access upon signing up. Please use the full-site instead of a mobile application for checking assignments, due dates, and grades. Also, Blackboard submissions may be added in the mobile application, but it is the student's responsibility to verify posting in the full-site. The applications are not comprehensive and are only a tool to supplement the full-site.

Blackboard Help/WKU IT Helpdesk

If you experience any technical difficulty with Blackboard, please contact the Helpdesk by calling them at 270-745-7000 or clicking the Helpdesk button in your Blackboard course menu.

Simple Tips to be Successful:

1. Log on to the course website minimum of 3 times per week to check announcements, discussion boards, and due dates.
2. Keep up with weekly reading assignments.
3. Review the PowerPoint slides provided for each chapter.
4. Submit assignments on time.
5. Participating actively in discussion board topics.
6. Do not plagiarize! – Please see page 4 for more details.

Course Requirements and Expectations

1. Discussion Board Assignments

This course requires that each student participate in class discussions. There will be weekly discussion questions in which students will be required to participate. Email to instructor will NOT be considered class discussion. Students will need to post their response to the question(s) and reply to TWO other student postings by respective due dates. Your grade for discussions will be based both on quantity and quality. Responses must reflect an understanding of the theories, concepts, and terminologies in each chapter's content.

2. Exams

All exams must be completed before 11:59pm on their respective due dates. There will be four examinations for the course – all will be taken through Blackboard. The exams will be timed and the format of the exam will be one or in combination of the following: multiple choice, true/false, and short answer questions. The exams will cover only the materials since the previous exam and/or as indicated by the instructor. Students are responsible for securing reliable Internet access for the exams. To prevent the work from being lost, students should save answers to each question by clicking the save answer button next to each question. *Students are encouraged to study prior to taking them as it will not be possible to perform well while searching through copious notes.*

3. Homework Assignments

All homework assignments must be submitted before 11:59pm on their respective due dates. All students are expected to work independently. *Late work will not be accepted without prior permission from the instructor.* Additional handouts and information regarding specific

guidelines for each assignment will be posted in Blackboard. Format for all assignments is double-spaced, Times New Roman font, 12 pitch, one-inch margins and APA style.

***NOTE: Difficulty with technology will not be accepted as an excuse for a late work.** All assignments are posted well in advance of the due date. Do not procrastinate! If Blackboard is down or you lose Internet connection at the time you are trying to submit a paper, email me a copy of the paper with an explanation of why it is not going on Blackboard *immediately*.

Grading and Evaluation

• Exams (90 points each x 4)	360 Points
• Discussion Board Postings (40 points each x 3)	120 Points
• Travel Critique	60 Points
• Introduction	10 Points
TOTAL: 550 Points	

The letter grade for the course will be as follows: 550–495 = A, 494–440 = B, 439–385 = C, 384–330 = D and less than 329 = F.

Tentative Course Schedule*

Week	Topics and Readings	Assignments and Due Dates
Week 1	Ch 1. The Tourism System and Destinations	<ul style="list-style-type: none"> • Introduction to the Class – May 21 (Thu) • Discussion 1 – First reply: May 21 (Thu) Replies to other posts: May 23 (Sat)
	Ch 2. Tourism Impacts	
	Ch 5. Tourism Destination Planning	
	Ch 6. Sustainable Tourism Development	
Exam 1	Chapters 1, 2, 5, 6	May 22 (Fri) – May 24 (Sun)
Week 2	Ch 7. Tourism Marketing	<ul style="list-style-type: none"> • Discussion 2 – First reply: May 28 (Thu) Replies to other students: May 30 (Sat)
	Ch 8. Tourism Promotion	
	Ch 9. Tourism Products & Experience Development	
Exam 2	Chapters 7, 8, 9	May 29 (Fri) – May 31 (Sun)
Week 3	Ch 10. Tourism Motivation & Travel Benefits	<ul style="list-style-type: none"> • Discussion 3 – First reply: June 4 (Thu) Replies to other students: June 6 (Sat)
	Ch 11. Tourism Experience	
	Ch 12. Travel Purchase	
	Ch 13. Forces Shaping Tourism	
	Ch 14. Traveler Segments	
Exam 3	Chapters 10, 11, 12, 13, 14	June 5 (Fri) – June 7 (Sun)
Week 4	Ch 15. The Evolution of Travel & Travel Flows	<ul style="list-style-type: none"> • Travel Critique – June 13 (Sat)
	Ch 16. Travel Trade Intermediaries	
	Ch 17. Traveling – Transportation Modes	
Exam 4	Chapters 15, 16, 17	June 12 (Fri) – June 16 (Sun)

* Note: Class schedule and assignments are subject to change

Academic Dishonesty

Students are responsible for understanding WKU's academic dishonesty policy (see WKU undergraduate catalog, www.wku.edu/undergraduatecatalog/), which states: "Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the coursework in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the Office of Judicial Affairs for disciplinary sanctions."

Instances of academic dishonesty will not be tolerated. **Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade (an "F")** and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified.

- Cheating—No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an assignment or other projects that are submitted for grading.
- Plagiarism— *Students are expected to do their own work. There are ample opportunities to cheat in an online class, don't make the mistake of thinking that the instructor is not looking carefully at students' works.* To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.

Services for Students with Disabilities

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.