



HMD 271 Tourism Planning and Development
Department of Applied Human Sciences
Western Kentucky University
Fall 2022

Contact Information

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T 9am–1pm (via Zoom)

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 understand:

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. (Students may use eBook version at <https://he.kendallhunt.com/product/tourism-system-0>)

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 announcements, 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.

Course Format

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and

Substantive Interaction at WKU, please visit the [Regular and Substantive Interaction in Online and Distance Learning webpage](#).

In this course, regular and substantive interaction will take place in the following ways:

- Faculty participation in weekly discussion boards,
- Weekly announcements, and
- Timely and detailed feedback on assignments is provided within one week of submission.

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 to the mobile application, but it is the student's responsibility to verify posting on 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 twice 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. Participate actively in discussion board topics.
6. Do not plagiarize! (see page 3 for more details).

Course Requirements and Expectations

1. Discussion Board Assignments

This course requires that each student participates in class discussions. There will be weekly discussion questions in which students will be required to participate. Email to the instructor will NOT be considered class discussion. Students must post their response to the question(s) and respond to THREE 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 a 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 on 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 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 (4x100 points each)	400 Points
• Discussion Board Discussions (7x30 points each)	210 Points
• SWOT Analysis Assignment	60 Points
• Resume/Cover Letter Assignment	60 Points
• Travel Critique	80 Points
• Introduction	10 Points
TOTAL: 820 Points	

The letter grade for the course will be as follows: 820–738 = A, 737–656 = B, 655–574 = C, 573–492 = D and less than 492 = F.

Academic Dishonesty

Students are responsible for understanding WKU's academic dishonesty policy (see WKU undergraduate catalog, <http://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 essay, laboratory report, problem assignment or other project which is submitted for purposes of grade determination.
- Plagiarism—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.

ADA Accommodations

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 [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students’ capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU’s Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

WKU Writing Center

The Writing Center on the Bowling Green campus will have writing tutors available to offer advice to current WKU students on any stage of their writing projects. In-person tutoring is available in Cherry Hall 123 from 10-4 Monday through Friday and in the Cravens Commons (at the horseshoe-shaped reference desk) from 5-9 on Sunday through Thursday evenings. WKU students may also request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website (www.wku.edu/writingcenter) for making appointments. Walk-in feedback is available unless we are booked up. Students may also get short writing questions answered via email; just put “Quick question” in the subject line to (writingcenter@wku.edu).

WKU Covid-19 Statement

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information.

www.wku.edu/healthyonthehill

Fall 2022 Course Schedule (Tentative)*

Week	Topics & Readings	Assignments & Due Dates
Week 1	Ch 1. The Tourism System and Destinations	Introduction to Class – Aug 26 (Fri) / Replies – Aug 28 (Sun)
Week 2	Ch 2. Tourism Impacts	Discussion 1 – First reply: Sep 2 (Fri) Replies to other posts: Sep 4 (Sun)
Week 3	Ch 3. Government Involvement, Tourism Policy, & Organizations	Discussion 2 – First reply: Sep 9 (Fri) Replies to other students: Sep 11 (Sun)
Week 4	Ch 5. Tourism Destination Planning	Discussion 3 – First reply: Sep 16 (Fri) Replies to other posts: Sep 18 (Sun)
Week 5	Ch 6. Sustainable Tourism Development	
	EXAM 1: Chapters 1, 2, 3, 5, & 6	Sep 23 (Fri) 8am – 11:59pm
Week 6	Ch 7. Tourism Marketing	Discussion 4 – First reply: Oct 1 (Fri) Replies to other posts: Oct 3 (Sun)
Week 7	Ch 8. Tourism Promotion	SWOT Analysis Assignment – Oct 9 (Sun)
Week 8	Ch 9. Tourism Products and Experience Development	
	EXAM 2: Chapters 7, 8, & 9	Oct 21 (Fri) 8am – 11:59pm
Week 9	Ch 10. Tourism Motivation and Travel Benefits	Discussion 5 – First reply: Oct 21 (Fri) Replies to other posts: Oct 23 (Sun)
Week 10	Ch 11. Tourism Experience	Discussion 6 – First reply: Oct 28 (Fri) Replies to other posts: Oct 30 (Sun)
Week 11	Ch 12. Travel Purchase	Resume/Cover Letter Assignment – Nov 6 (Sun)
Week 12	Ch 13. Forces Shaping Tourism	Discussion 7 – First reply: Nov 11 (Fri) Replies to other posts: Nov 13 (Sun)
Week 13	Ch 14. Traveler Segments	
	EXAM 3: Chapters 10, 11, 12, 13, & 14	Nov 18 (Fri) 8am – 11:59pm
Week 14	Ch 15. The Evolution of Travel and Travel Flows Ch 16. Travel Trade Intermediaries	
Week 15	Ch 17. Traveling – Transportation Modes and Carriers	Travel Critique Assignment – Dec 4 (Sun)
Week 16	EXAM 4: Chapters 15, 16, & 17	Dec 5 (Mon)

* Please note that this is a tentative schedule, and subject to change. Changes to the schedule will be announced in Blackboard and through e-mail. It is the student's responsibility to keep track of announced schedule changes.

* All homework assignments must be submitted before 11:59pm on their respective due dates.