

HA RP 3133 Tourism Planning
CRN 21664
Department of Parks, Recreation and Hospitality Administration
Arkansas Tech University

2:30 to 5:20 Thursday
205 Williamson

Instructor:

Dr. Glen Bishop
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Office Hours:

Monday: 8:00 – 12:00; 2:00 – 5:00
Friday: 8:00 – 11:00
Other times are available by appointment.

Course Description:

An examination of the tourism planning process and techniques. Topics include tourism as a system, levels of planning, environmental, cultural and economic components, attractions, transportation, infrastructure and marketing.

Blackboard:

Some course information, including assignments will be available on the course Blackboard internet site.

Required Texts:

Gunn, C. A. (2002). *Tourism planning*, 4th ed. New York: Routledge.

Mill, R. C. & Alastair M. M. (2012). *The tourism system*, 7th ed. Dubuque, IA: Kendall/Hunt.

Additional material may be assigned during the semester.

Recreation and Park Administration Mission Statement:

The mission of the Recreation and Park Administration Program is to educate recreation and park professionals for self, community and society.

Hospitality Administration Mission Statement:

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration and provide a foundation for professional growth and development.

This is achieved by:

- Providing knowledge and skills through a comprehensive academic curriculum
- Demonstrating professionalism, leadership and high ethical standards by a competent faculty and administration
- Promoting community service and outreach
- Emphasizing the importance of research and continuing education encouraging lifelong learning.

Accreditation and Assessment Learning Outcomes:

The Hospitality Administration Program is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). The Recreation and Park Administration Program is accredited by the Council on Accreditation for Recreation, Park Resources and Leisure Services. To meet the requirements of these accreditations, the Department of Parks, Recreation and Hospitality Administration must demonstrate that students graduating from these programs have achieved certain learning outcomes. The learning outcomes, associated standards, and artifacts (evidence) related to this course are listed in the table below.

Accreditation Commission for Programs in Hospitality Administration (ACPHA) Standards:

Standards	Learning Outcomes	Artifacts
3.The curriculum provides students not only with a common body of knowledge in hospitality administration, but also with opportunities for students to receive a broad education and awareness of values, skills, and attitudes that will prepare them for Imaginative and responsible citizenship roles in business and society. It enables them to understand and apply the concepts of problem-solving in general, and in organizational and industry-related issues. This common body includes the following.	See below.	See below.
(a) General education. Studies in areas of human achievement other than the purely professional are important in the	See below.	See below.

education of hospitality administrators. Students shall have an opportunity for study in the natural and physical sciences, social sciences, and communication, as well as in the arts and humanities.		
ATU General Education Goals Addressed by this course:		
<ul style="list-style-type: none"> Communicate effectively 	Ability to write clear, well organized, reports. Ability to present oral reports.	Written reports. Presentation materials.
<ul style="list-style-type: none"> Think critically 	Ability to synthesize new concepts from information from a variety of sources.	Written reports
(b) Hospitality administration.		
<ul style="list-style-type: none"> the marketing of hospitality goods and services 	Understanding of tourism marketing.	Written reports Class presentation materials. Answers to test questions.
<ul style="list-style-type: none"> organizational theory, foundations of management, leadership theory, strategic management, and exposure to critical thinking skills 	Ability to synthesize new concepts from information from a variety of sources.	Written reports Class presentation materials. Answers to test questions.
<ul style="list-style-type: none"> effective communication including both oral and written form; 	Ability to write clear, well organized, reports. Ability to present oral reports.	Written reports Presentation materials
<ul style="list-style-type: none"> a provision of sufficient areas of specialization to allow students to develop a depth of knowledge and/or a broad exposure to the diverse segments of the industry; 	Knowledge of the tourism industry as a system comprising many components.	Written reports Class presentation materials. Answers to test questions

Council on Accreditation for Recreation, Park Resources, and Leisure Services (COA) Standards:

7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science and philosophy.

7.02 Students graduating from the program shall be able to demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.

How Grades Will Be Determined:

Assignments will be graded using a four point system as described below. A work will receive a 4. B work will receive a 3. C work will receive a 2. D work will receive a 1. F work will receive 0. The resulting scores will be weighted according to the percentages listed below and added together. In computing the final grade all quizzes and smaller assignments will be averaged together and then weighted.

Assignments:

Short assignments, chapter questions, quizzes, etc.	10%
Destination plan exercise	5%
Midterm exam	15%
Final exam (take home)	15%
Regional Tourism or Tourism Destination Presentation	10%
Regional Tourism Factor Report	15%
Regional Tourism Plan	20%
Tourism Plan Presentation	10%

Final Grade:

Final grades will be assigned using the following scale:

3.5—4.0	A
2.5—3.4	B
1.5—2.4	C
1.0—1.4	D
Less than 1.0	F

Grading of Projects and Assignments:

Grading of projects and assignments will be based on the following general principles.

- A A work is superior work.** It is work that provides more than what the instructor requires and shows initiative by the student. It demonstrates proper grammar, spelling, and professional report writing skills. Concepts have been presented in a professional manner.

- B B work is above average work.** It is work that meets the requirements of the assignment, demonstrating a good understanding of the course concepts and is well written. Concepts are presented in a professional manner with the use of proper grammar, spelling, and report writing skills.
- C C work is average work.** The work meets requirements of the assignment in general but has not thoroughly and or correctly applied course concepts. The work falls short of demonstrating application of concepts at a professional level using proper grammar, spelling, and report writing skills. The student needs to continue to work on some areas of the course concepts.
- D D work is below average work.** The work does not meet the assignment requirements. It demonstrates a need for improved understanding to interpret and apply course concepts. The work is lacking key information, is poorly organized, or demonstrates a need to work on a better understanding of course material. Students should see the instructor to discuss how the student can improve his or her work. More time needs to be spent on the study and application of course material. Additional practice and development of written and or spoken communication skills may be needed.
- F F work is failing work.** The work does not meet the assignment requirements. The work is very poorly organized and contains numerous errors. There is little or no evidence of understanding course concepts. This grade, in general, will be reserved for work that exhibits little or no effort in its preparation.

Course Rules:

1. **Distribution of Student Work.** Student work may be shared with other instructors and or hospitality, tourism, recreation, and or park professionals.
2. **Cheating or Plagiarism.** Students are encouraged to work together and share ideas. However, each student should do his or her own work. Students should properly credit sources of information and ideas they use in their writing through the use of citations. Citations should be in the format recommended in the *Publication Manual of the American Psychological Association*. Student work may be submitted to turnitin.com to check for plagiarism. Students who cheat or plagiarize may receive a failing grade for the assignment, the course, and or may be referred for further action according to university policy in the student handbook.
3. **Late Assignments.** No late assignments will be accepted. Assignments are due at the time on the date specified when the assignment is made. Exceptions may be made at the discretion of the instructor. Exceptions will only be granted for documented important

reasons including illness or death of the student or immediate family members. Grandparents will not be considered immediate family. Scheduling conflicts with work, family outings, weddings, concerts or similar instances are not valid reasons for late assignments.

4. **Missing class meetings.** Students are expected to attend class unless ill or injured. Students who provide documentation of a valid reason for missing class will not be penalized for missed work. Valid reasons include conflicts with other university activities and illness or death of the student or immediate family. Grandparents will not be considered immediate family in most cases. Should students need to miss extensive portions of the class they should drop the class. Should students need to miss an extended portion of the class near the end of the semester for a valid reason a grade of I (incomplete) may be given. The student will then have until the end of fall semester to make up missed work. Scheduling conflicts with work, family outings, weddings, concerts or similar instances are not valid reasons for missing class.
5. **Electronic Devices.** Students should turn off all electronic devices upon entering the classroom. Students should refrain from receiving or sending messages of any sort during class with the exception of ATU emergency messages or communications directly related to class activities. Students who violate this rule may have their device confiscated by the instructor. Repeated violations may result in dismissal from the course.
6. **Students with Disabilities.** Students with disabilities should register with the campus disabilities director so that they may receive accommodations that may be necessary to achieve excellence in this course. The disabilities director is located in the University Testing Center in Bryan Hall, Suite 103, and may be contacted by calling (479) 968-0302, (479) 968-0308 (TDD), (479) 968-0375 (FAX), or by e-mail at disabilities@atu.edu.
7. **Respect.** All students, faculty, and staff, should be treated with respect. Failure to treat others in a respectful, collegial manner, conducive to learning, may result in disciplinary action including but not limited to removal from the course.

HA RP 3133 Tourism Planning Class Schedule.

Note: This schedule is subject to change. Changes will be announced in class in time for students to prepare accordingly with diligent study.

Date	Week	Topic	In Class Activity	Homework
1/17	1	Course Introduction	Introductions Syllabus	Read course syllabus Read Ch. 1 Gunn; Introduction Mill and Morrison
1/24	2	The Purpose of Tourism Planning	Explanation of key concepts. Answer Questions	Read Ch. 2 Gunn; Introduction & Ch. 1 Mill and Morrison Answer Questions
1/31	3	Tourism as a system	Discuss Questions Explanation of key concepts.	Read Gunn Ch. 3& 4 Mill and Morrison Ch. 2 - 4
2/7	4	Tourism Impacts and Policy	Discuss Questions. Explanation of key concepts.	Gunn Ch. 5& 6
2/14	5	Regional Tourism Planning	Discuss Questions. Explanation of key concepts. Assign Regional Tourism Presentation. Develop recommendation for study region. Choose factors to study. Introduction of regional tourism plan assignment.	Gunn Ch. 5& 6
Regional Tourism Presentation, Regional Tourism Factor Report.				
2/21	6	Field Trip to Explore Region		Gunn Ch. 7 & 8 Mill and Morrison Ch. 1 & 5
Regional Tourism Presentation, Regional Tourism Factor Report.				
2/28	7	Destination Planning	Explanation of key concepts. Discuss Questions. Discuss Region. Assign Destination Exercise	Read Ch. 9 & 10 Gunn; Mill and Morrison Ch. 6.
Regional Tourism Presentation, Regional Tourism Factor Report,				
3/7	8	Site Planning	Explanation of key	

		Concepts	concepts. Discuss Questions. Site Plan Exercise	
		Regional Tourism Presentation, Regional Tourism Factor Report,		
3/14	9	Regional Tourism Factor Reports.	Discuss Destination Questions. Explanation of key concepts. Regional Tourism Plans Midterm exam	Read Mill and Morrison Ch. 7 -10
		Regional Tourism Presentations, Regional Tourism Plan		
3/21 Spring Break				
		Regional Tourism Presentations, Destination Presentation, Regional Tourism Plan		
3/28	10	Marketing	Discuss Destination Questions. Explanation of key concepts. Regional Tourism Presentations	Read Mill and Morrison Ch. 11-13.
		Destination Presentation, Regional Tourism Plan		
4/4	11	Factors Influencing the Market	Discuss Destination Questions. Explanation of key concepts. Destination Presentations	Read Mill and Morrison Ch. 14 - 16
		Regional Tourism Plan		
4/11	12	Travel	Discuss Destination Questions. Explanation of key concepts.	
		Regional Tourism Plan		
4/18	13	Regional Tourism Plans Presented		
4/25	14	Course Review and Evaluation		
Final Exam	May 2		Turn in Final Exam	1:00 – 3:00

