Master Syllabus  
*Department of Geography*

**GEOG 262: Tourism Regions**

**Course Description**

Surveys the history, components, and spatial structure of travel and tourism as a socioeconomic phenomenon and as an industry. Also examines its institutional organization, the motivations and flows of travelers, and global and local interactions and implications. (3 credit hours).

Prerequisite: none

**Course Objectives**

On completion of GEOG 261, students should be able to: (1) interpret in some detail the cultural and physical attractions of destinations in North America, Europe and selected regions in the developing world, (2) recognize the differential social, cultural, economic and environmental impacts of tourism in given regions of the world, (3) evaluate and effectively use print and electronic sources of information regarding destinations, (4) develop and present to the class a detailed travel itinerary for any given destination, (5) Communicate their findings orally and graphically, and (6) identify current trends in and types of tourism.

**Course Rationale**

Geography 262 is a required entry level course for Option 2: Travel and Tourism in the Department of Geography. It places travel and tourism in the context of human and physical geography. Basic knowledge of cultural and environmental factors that make places into tourist attractions and destinations is essential at all levels in the travel and leisure industry. Place images, sense of place and place-making are core concepts in human geography and are applied to real world destinations. In addition to theoretical perspectives presented through a variety of readings, students gain a more specific knowledge of destinations through a series of lectures that detail cultural and environmental attractions in different regions of the world. Niche marketing, product differentiation, modes of interpretation and tourism sustainability are concepts central to current trends in travel and tourism are elaborated upon and applied to specific destinations in GEOG 262.
Course Content and Format

Students will be presented material in a lecture style format that will include multimedia presentations and case study discussions. In addition to examining tourist destinations in some detail on a regional basis, the class will use specific case studies from around the world to expand upon themes introduced in Geography 261 “Tourism Systems” including tourism planning, development and impacts. Lectures on destinations will therefore alternate with assigned readings most of which will be available on Blackboard Course Info. In contrast to Geography 261 case studies are selected from the developed rather than the developing world.

Outline of Content:

Part I: An overview of the geography of tourism
- Canada
  - Nature Tourism, Heritage Tourism, Ethnic Tourism
  - Short exam Canada: 20 pts.
- British Isles
  - Countryside, Landscape and Cultural Tourism
  - First group assignment and presentation: 40 pts.
  - First Exam: 80 pts.

Part II: Destinations in Europe (map quiz 20 pts.)
- Spain, France, Germany, Italy, Central Europe
  - Cultural Tourism, Tourism Infrastructure, Emerging Destinations
  - Second Exam: 100 pts.

Part III: Destinations in the United States
- Heritage Tourism, Recreational Tourism,
- Problems in Tourism
- Final Project: 40 pts.

Sample Readings (no required textbook)


Methods for Evaluating Student Performance

Methods of evaluation may include examinations (multiple choice/essay), quizzes, group presentations and a final project.

Evaluation of the Course

Student evaluation of the course using university (and departmental) course evaluation forms.