# Master Syllabus Department of Geography

**GEOG 261: Tourism Systems** 

## **Course Description**

Surveys the history, components, and spatial structure of 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).

# **Course Objectives**

On completion of GEOG 261, students should be able to: (1) identify currents trends in travel and tourism and provide examples, (2) evaluate and critique internet sources, guides books, travel periodicals and other sources of information, (3) access the costs and benefits of tourism in a variety of locations, (4) demonstrate an awareness of the social, political, historical, economic, cultural and environmental contexts of tourism, (5) use effective communication skills in class discussions and presentations, and (6) discuss the ethical issues arising from tourism development and globalization.

### **Course Rationale**

Geography 261 is a required entry level course for Option 2: Travel and Tourism in the Department of Geography. It provides a broad overview of the travel and leisure industry from both theoretical and practical perspectives. A series of readings drawn from scholarly journals, textbooks, travel writing, industry sources and tourism review periodicals place travel and tourism within its wider social, political, historical, economic, cultural and environmental contexts.

#### **Course Content and Format**

Students will be presented material in a lecture style format that will include multimedia presentations and case study discussions. Readings and case studies are designed to spark class discussions and debate over the perceived benefits and costs of tourism in both developing and developed countries. Students are introduced to recent trends in field of the travel and tourism including: market segmentation, heritage and cultural tourism, sustainability and community based tourism. Given increasing impact of the World Wide Web on the students are required to critically evaluate web sites and other sources of information through a series of three projects. Tourism is a rapidly changing enterprise and this course provides the tools students need to keep abreast of trends in this continuously evolving industry. The course content is divided into three major segments: (1) The Origins and Nature of Travel and Tourism: Who, When, Where and

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Why?, (2) Economic, Social and Cultural Aspects of Tourism, and (3) Marketing Places: New Directions in Tourism.

## Sample Readings (no required text)

Leiper, N. 1983. An etymology of tourism. Annals of Tourism Research. 10: 277-281.

Mamet, D. 1991. A family vacation. In Bad trips, ed. K. Fraser. New York: Vintage Books. pp. 21-16.

Theroux, P. 1991. From: The old Patagonian express. In Bad trips, ed. K. Fraser. New York: Vintage Books. 175-180.

Feifer, M. 1986. The imperial Roman. In Tourism in history: from imperial Rome to the present. New York: Stein and Day. pp. 7-24.

Boorstin, D. 1987. From traveler to tourist: the lost art of travel. In The image: a guide to psuedo-events in America. New York: Atheneum. pp. 77-117.

Graburn, N. 1989. The sacred journey. In Hosts and guests: the anthropology of tourism. ed. V. Smith. Philadelphia: University of Pennsylvania Press. Pp. 21-36.

## **Methods for Evaluating Student Performance**

The instructor will evaluate students on the basis of examinations (multiple choice/essay) quizzes group presentations and a final project. Evaluation criteria will be distributed to students and clearly defined at the beginning of the semester.

## **Evaluation of the Course**

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