

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)

Alleman, Richard. 1996. This side of paradise. Travel and Leisure. 17 (2):162-170.

Ayala, H. 1991. Resort hotel landscapes as a megatrend. Annals of Tourism Research. 18:238-50.

Britton, S. 1991. Tourism, capital and place: Towards a critical geography of place. Environment and Planning D: Society and Space 9:451-478.

Butler, R. 1992. "Alternative tourism: the thin edge of the wedge. In Tourism alternatives: Potentials and problems in the development of tourism, ed. V.E. Smith. Philadelphia: University of Pennsylvania Press.

Cooper, C. 1997. Cultural and landscape tourism: facilitating meaning. In Tourism, development and growth. London and New York: Routledge.

Ford, L. 1974. Historic preservation and sense of place. Growth and Change 3:33-37.

Lanfant, M. and Graburn, N. 1992. International tourism reconsidered: the principle of the alternative. In Tourism alternatives: potentials and problems in the development of tourism, eds. V. Smith and Eadington. Philadelphia. University of Pennsylvania Press.

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.