

Master Syllabus
Department of Geography

GEOG 491: Tourism Development

Course Description

Discusses how to develop tourism destinations and activities that integrate sustainable economic development, accessibility, and indigenous cultural evolution with minimal impact on environment. Includes site assessment, financial analysis, market forecasting, and impact assessment. (3 credit hours).

Prerequisite: GEOG 261, 262 or permission of the instructor

Course Objectives

The objective of this course is to:

1. overview various aspects of tourism development – definitions, growth patterns, impacts, trends, by drawing from the students experiences from GEOG 261 and GEOG 262
2. using case studies from all over the United States, overview, discuss and learn selected guidelines, tools and techniques practiced in various community tourism development plans
3. implement learned practices in developing a tourism development plan for Muncie, as a group class project (in cooperation with Muncie Convention and Visitors Bureau). In this respect this course serves as a capstone course of our department travel and tourism program, testing both the logic of our program and student learning outcomes.

Course Rationale

Travel/tourism, whether defined as an industry, collection of industries, or a phenomenon - depending on ones point of view, is without any doubts a very influential force in altering the present-day world's economy, culture, even politics. Such influence very likely will continue in the future. Therefore, the issue of travel/tourism development becomes of primary importance to all players involved in its contemporary and future provision. The purpose of this course is to overview both conceptual and practical problems associated with the development of tourist destinations and activities in the ways that provide for its further sustainable growth.

Course Content and Format

Approximately one-third of the course content will be presented in a lecture style format, another one-third in a seminar-style format on assigned topics, and the remaining one-third will be devoted to group discussions and problem-solving.

An example of a potential outline of topics of this course, with time allotment to each topic at the discretion of the instructor:

1. Tourism Development Reviewed:
 - a. Global Patterns and Trends
 - b. Definitions
 - c. Impacts
 - d. Sustainability and Ecotourism

2. Tourism Development Plan – case studies
 - a. Goals
 - b. Assessment of Potential
 - c. Resources and Markets
 - d. Problem Solving
 - e. Recommendations and Action Plan

3. Community Tourism Development: Muncie case study
 - a. Assessment
 - b. Issues
 - c. Recommendations

Textbook Suggestions

University of Minnesota Tourism Center - Messer, Cynthia C. (editor), 2010, 3rd edition: *Community Tourism Development*. Minneapolis, MN, University of Minnesota, pp. 244.

Methods of Evaluating Student Performance

Forms of evaluation might include: examinations, in-class and take-home assignments, class projects development and presentations, and class participation.

Evaluation of the Course

Student evaluation of the course using university, and departmental, course evaluation forms and procedures.