


**PRT 5610/6610 Contemporary Issues in International Tourism
Syllabus – Spring 2013 – 3 Credit Hours**

| Course Instructor: | Teaching Assistants |
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| <p>Dr. Linda S. Ralston Associate Professor Department of Parks, Recreation and Tourism College of Health University of Utah</p> <ul style="list-style-type: none"> <input type="checkbox"/> Office: Annex C 1001 <input type="checkbox"/> Telephone: 581-8080 <input type="checkbox"/> FAX: 581-4930 <input type="checkbox"/> Email: linda.ralston@health.utah.edu <input type="checkbox"/> Web Pages: lindaralston.weebly.com/ and www.utourdoc.com/ <input type="checkbox"/> Course Page: utah.instructure.com/ <input type="checkbox"/> Office Hours will be posted on Canvas home page and Calendar | <p>Xu Liu (Rachel) & Lin Zhang (Lin), Teaching Assistants</p> <ul style="list-style-type: none"> <input type="checkbox"/> Office: Annex C 1073 <input type="checkbox"/> Telephone: 581-8542 <input type="checkbox"/> FAX: 581-4930 <input type="checkbox"/> Course Page: utah.instructure.com/ <input type="checkbox"/> Office Hours will be posted on Canvas home page and Calendar  |

The Nature and Importance of the Course:

Recently Francesco Frangialli, the Secretary General of the World Tourism Organization (an agency of the United Nations) emphasized that “people to people contacts, which only tourism can provide, would do much to counter the vague generalizations and confused perceptions that too often convey distorted images of countries, cultures, traditions and religions.” The Secretary General also noted that in the past 3 years, “despite the continuous challenge of manmade and natural disasters, tourism has remained remarkably resilient. The need to travel for leisure, business, health, or even for religious purposes is now deeply ingrained in our modern society; this tends to solidify tourism demand and gives the industry the capability to overcome all the obstacles it encounters on the path of growth. The World Tourism Organization estimates that the number of international tourist arrivals in 2005 topped 800 million, a 5.5 per cent increase following the 10 per cent surge registered the preceding year” (UNWTO, September 2006).

Course Description:

This course will serve as a forum for the discussion of international and sustainable tourism policy issues, examination of the role of the tourist, the tourism manager, and the host community. Global tourism is a dynamic phenomenon, influenced by global events and tourism demand, therefore the topics covered in this course may change according to current events or issues.

Class Meeting/Agenda:

Monday, 4:35 pm to 7:35 pm Marriott Library PC Lab 1735 or HPR 225. Please see the course calendar for details regarding location, weekly topics, readings, and assignments.

Course Learning Outcomes:

The specific goals, objectives, and learning outcomes have been posted to the PRT 5610/6610 Canvas Outcomes page and linked to the corresponding lectures, readings, assignments, and assessments. Students are advised to refer to the related goals and desired learning outcomes in order to identify core concepts and issues being covered by the linked items

Teaching and Learning Method:

This course is taught as a blended/hybrid course. We will be meeting in the computer lab to ensure students are prepared to utilize the software and necessary to complete the required assignments. Delivery will be through a series of structured lectures, seminars, directed activities, individual presentations, and student presentations. This will include analyses of case studies, discussions, slide shows, DVD/videos, guided reading and individual/group discussions. (See the attached schedule of topics and assigned case studies.)

Course Attributes:

- International Requirement (IR)
- Upper Division Communication & Writing Requirement (CW)

Textbook: There is no required textbook. E-readings will be utilized in this course via Canvas. A complete list of the references has been provided on Canvas.)

Required Equipment/Supplies:

Each student will need their **own 2 GB USB Drive and a headset**. You will need these no later than Monday, January 6th. The USB drive will be used to store all files needed in this course. Please bring all items to class every day.

Canvas Resources:

This course is designed to combine the best of face-to-face discussions with asynchronous tools via the PRT 5610/6610 Canvas pages. The TitanPad/EtherPad, chat, and mail functions on Canvas will be used to facilitate an on-going dialogue among students. Additionally, PRT 5610/6610 Canvas resources contain a wealth of information to facilitate learning and empowering students to think and make practical decisions by exposing them to current international situations and engaging them to discover their own solutions. Written assignments will be posted on the Canvas Assignment page. Customized content modules provide students with the content for the "Course: Week by Week," Ready Reference links to pertinent resources. An online orientation to Canvas will be reviewed during the first week of the class to ensure that each student is familiar with Canvas tools.

Effective Communication Skills:

Communication skills are essential for success in the tourism industry. Therefore, each student's participation grade will reflect their ability to communicate orally and in writing, to appreciate the nature of controversy and intellectual conflict, and how to balance the needs and interests of opposing points of view. You will have many opportunities to reflect on and articulate through writing and class discussion your questions, learning, and insights to each topic. The instructor

will evaluate your written assignments and return them to you. You will have one week to revise and resubmit the assignment as an entry on your blog.

Recommended Writing Resources:

- [*The Elements of Style*](#), by Strunk & White, is an excellent and convenient source on correct usage of formal language.
- [*The Brief New Century Handbook*](#) (NCH), 3rd Ed. The web page has several learning tools designed to help students identify and overcome common errors. A copy of the book has been placed on reserve at the Marriott Library.
- [University of Utah Resources for Writers](#)
- [University of Utah Health Sciences Writing Workshop](#)
- [North Carolina Online Writing Lab](#)
- [Purdue University Online Writing Lab](#)
- [University of Florida Online Writing Lab](#)

This course will follow [APA \(American Psychological Association\)](#) style guide.

NECESSARY DETAILS FOR ALL WRITING ASSIGNMENTS: To help you be thorough and careful in your attention to very basic elements of written communication, please attend to the six details listed below in your assignments. If they are omitted your assignment will not receive full credit and may be returned to you to be completed and resubmitted before the document receives any credit. While attention to such details may seem unimportant to you, I assure you that the inclusion of each item makes an important contribution to the successful completion of a relevant piece of written communication from you to me or other members of the class.

1. Please utilize Word or WordPerfect to process your work and submit electronically (acceptable file name: name_assign#.doc or name_assign#.wpd).
2. Please put your name, the name and number of the course, the name of the assignment, and the date of the day you submitted the assignment at the top of your first page.
3. Please number your pages for all documents that are longer than one page.
4. Any time a quotation is used in an assignment, the reference to it should include the following elements in an endnote, footnote, or reference list:
 - a. full name(s) of the author(s),
 - b. the title of the article or chapter, the book or publication the quote came from and the names of the author (s)/editor(s) of the book if they are not the same as 1 above,
 - c. the year of publication,
 - d. the place of publication,
 - e. the name of the publisher, and
 - f. the page number(s) where the quote can be found. In the body of the text, the reference for the quote should include the last name of the author(s), year of publication, and the page number(s) where the quote can be found. (Please see the example posted to the assignment submission page instructions.)
5. Please be certain that you respond to and complete all assigned questions, components, and their subparts. Pieces of work turned-in that omit important assigned components are likely to be returned without credit until they are completed and resubmitted. These resubmitted assignments will be considered late.

6. Please note that several assignment submissions have been designated for publication to the entire class. This has been designed to facilitate discussion of observations, key concepts, and/or quotes.

7. All written assignments submitted in this course will be submitted to the TurnItIn data base to ensure that the work submitted is the work of the author of record. (Students are advised to indicate the source of all quotes and all materials utilized in their assignments. Failure to document a source will result in the assignment being valued at zero points. Plagiarism and other violations of the University of Utah Student Code will be referred to the appropriate authorities. (<http://www.admin.utah.edu/ppmanual/8/8-10.html>)

Course Requirements and Assignments:

1. Class Participation and Quizzes: Students will have the opportunity to earn points through individual input, inquiries, discussion and leadership of the class in examining selected topics. Several opportunities for impromptu and extemporaneous speeches of varying length, as well as, participating in class debates in preparation for their final recorded position statement on their sustainable tourism topic. Fellow students and the instructor will review these speeches/debates and provide feedback utilizing an evaluation rubric. Further information and recommendations regarding this aspect of the course will be reviewed during the first class meeting. You must be present and actively engaged in the discussion to receive participation points. Possible points: 300.

2. Examinations: There will be a final exam. All exam questions for this course will be extensive take-home essays. You will be expected to pull from lecture notes, text, and outside sources to respond to the questions. **NO LATE EXAMS WILL BE ACCEPTED.** Grading of the exams will be based on quality of the responses including: content, clarity and flow of thought and expression, adequate support of conclusions with citations from noted authorities, grammar, spelling, punctuation, etc. **ALL EXAMS ARE TO BE TYPED OR WORD PROCESSED.** The final exam will be due on Friday, April 26th at 12 noon on the PRT 5610/6610 Canvas Assignment page. Possible points: 100 (Ugrads) and 150 (Grads).

3. Assignment Submissions: As this course fulfills the university Upper Division Communication and Writing Requirement, each student will be required to complete a series of written entries in an online blog on designated topics related to the readings and/or the public awareness campaign on sustainable tourism. Each student will be expected to complete one entry each from the perspective of the host community/residents, tourism related organization representative (travel related business or organizational framework), and the international tourist. Further information and recommendations regarding the written assignments and lessons on writing for different audiences will be provided on Canvas. All draft submissions are to be typed on a word processor and submitted as an attachment on the PRT 5610/6610 Canvas Assignment Page. All final submissions will be published publicly on their blog. If there are problems with your submission you will need to resubmit a corrected file within a given time limit. After the draft submissions have been evaluated by the instructional team, students will have one week to revise and prepare the final entry to the student's blog. Each student will be required to prepare an oral presentation of a minimum of 5 to 10 minutes via Wimba, iMovie or similar and posted on Canvas and their blog. Possible Points: 300.


Further details regarding the assignments for this course will be made available on the first day of the course via the PRT 5610/6610 Canvas Resources.

Grading Policy:

Students are encouraged to ensure that all assignments and assessments are completed in a timely manner. All deadlines for the assignments and assessments have been posted on the Canvas Calendar. Please note that all late assignments will be deducted 10% per day late or portion of day late. No assignment will be accepted that is over one week past the due date. Additionally, no late assignments will be accepted after April 1st, even if the due date occurs during the last month of the semester. All assignments and assessments will be graded within one week of the submission/closing date. All grades will be posted on the grading record on the PRT 5610/6610 Canvas. A student may petition for a waiver of the late penalty with a written verification from a medical facility regarding a health issue that would prevent you from submitting the required assignment in a timely manner. Any appeal regarding a specific grade must be posted in writing to the instructor via the PRT 5610/6610 Canvas Private Mail no later than Friday, May 3rd at noon.

Grading Scale:

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| A | 93-100% |
| A- | 90-92% |
| B+ | 87-89% |
| B | 83-86% |
| B- | 80-82% |
| C+ | 77-79% |
| C | 73-76% |
| C- | 70-72% |
| D+ | 67-69% |
| D | 63-66% |
| D- | 60-62% |
| E | Below 60% |



The bar has been established and it is up to you to **clear the bar to earn the grade** you wish for this course. Aspire to be the most you can possibly become. . . begin by challenging yourself to achieve an A grade in this course. It is very possible if you plan and prepare adequately.

Withdrawal Policy:

The University expects regular attendance at all class meetings. You are not automatically dropped from your classes if you do not attend. You must officially drop your classes by the published deadline in the academic calendar to avoid a "W" on your record. See <http://www.acs.utah.edu/sched/handbook/wddeadlines.htm> .

Accommodation Statement:

“The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Bldg, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. For further information please see the

University of Utah accommodations policy: <http://www.admin.utah.edu/facdev/accommodations-policy.pdf>

Reasonable accommodations will be made for students with physical, cognitive, systemic, learning or psychiatric disabilities. Please notify your instructor or the Program Coordinator of pertinent disabilities at the first class session. Disabilities must be listed on the "Participant Agreement, Release, and Acknowledgment of Risk" form. The Department of Parks, Recreation and Tourism maintain an environment supportive of the Americans with Disabilities Act (ADA), and of non-discrimination.”

Syllabus Disclaimer:

“This syllabus has been created as a guide to the class and is as accurate as possible. However, all information is subject to change as class needs change. Any changes will be discussed during class session and will be documented on the Canvas Announcement page.” This syllabus is provided in an HTML format on the University of Utah Class Schedule web site and on PRT 5610/6610 Canvas.

General Policies:

Please review the Department of Parks, Recreation and Tourism Course Policies (on Canvas) for details regarding tardiness, cell phones, visitors, etc. The University of Utah has established policies regarding attendance (<http://www.acs.utah.edu/sched/handbook/attend.htm>) and Student Code of Behavior.

“All students are expected to maintain professional behavior in the classroom setting, according to the Student Code, spelled out in the Student Handbook. Students have specific rights in the classroom as detailed in Article III of the Code. The Code also specifies proscribed conduct (Article XI) that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students should read the Code carefully and know they are responsible for the content. According to Faculty Rules and Regulations, it is the faculty responsibility to enforce responsible classroom behaviors, and I will do so, beginning with verbal warnings and progressing to dismissal from class and a failing grade. Students have the right to appeal such action to the Student Behavior Committee.”