



AUF

The American
University of Florence

SYLLABUS

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APICIUS – INTERNATIONAL SCHOOL OF HOSPITALITY

SCHOOL OF HOSPITALITY
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT
COURSE TITLE: INTERNATIONAL TOURISM
COURSE CODE: HPHTIN320
3 semester credits

1. DESCRIPTION

This course examines the development of international tourism from its historic beginnings to current growth. Emphasis will be placed on the topics of tourism marketing and structures, the role of governments in international tourism, the effect of tourism in a country's infrastructure and society, and the impact of tourism in developing countries.

2. OBJECTIVES

Upon successful completion of this course, students will:

- Identify professions and components within the field of international tourism
- Acclimate to the modern-day intricacies and history of international tourism
- Recognize governmental and political elements related to a country's tourism
- Describe the environmental impact of international tourism on a local and global scale
- Determine effective forms of targeted marketing for particular outcomes within international tourism

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

Goeldner, Charles R. *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons, Inc. 2011.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

(Books listed below are available in the FUA library)

Fridgen, Joseph. *Dimensions of Tourism*. 1991

Medlik, S. *Tourism and Hospitality in the 21st Century*. 2002

Metelka, Charles J. *The Dictionary of Hospitality, Travel and Tourism*. 1990

Middleton, Victor T.C. *Marketing in Travel and Tourism*, Third Edition. 2002

Mill, Robert Christie. *The Tourism System: An Introductory Text*. 1992

Sorensen, H. *International Travel and Tourism*, Delmar Publishers, 1997

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed. Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:
www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

9. EVALUATION – GRADING SYSTEM

10% Attendance

20% Class Participation and Assignments

20% Midterm Exam (or Field Learning project or Special/Research Project)

25% Final Exam

25% Paper/Project

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 = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 20% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The final **Paper/Project** accounts for 25% of the course grade.

- Format: topic, length, guidelines, and due date will be provided in the course addendum.
- Material for research will be available in the FUA Library in Corso Tintori 21.

The **Final** exam accounts for 25% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.
- The Final Exam is cumulative

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Presentation of the course. Syllabus presentation. Introduction to International Tourism.
Objectives	Identify a historical outline and overview of the evolution of International Tourism. Recognize key elements and facets of international tourism that will be explored throughout the course.
Readings/	Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter 1

Assignments	
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Lesson 2	
Meet	In class
Lecture	Reasons for traveling and the history of travel.
Objectives	Examine the professional evolution of tourism operation and the intricacies of the profession. Identify the main branches of tourism, main positions within the field and relevant roles and responsibilities. Recognize societal benefits which have emerged as related to tourism.
Readings/ Assignments	Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 2

Lesson 3	
Meet	In class
Lecture	The economic impact of Tourism at global level and the international tourism organizations
Objectives	Identify the impact of tourism on a country's Gross National Product. Outline the growth and development of international tourism and the general politics for increasing the number of incoming tourists for individual countries.
Readings/ Assignments	UNWTO Tourism Highlights annual report WTTC, Travel and Tourism Economic Impact annual report

Lesson 4	
Meet	In class
Lecture	The many facets of cultural tourism: heritage, creative, experiential, ethnic and religious tourism
Objectives	Recognize the importance of the cultural aspects of tourism. Analyze how local communities' history, know-hows and traditions can constitute a tourists' magnet and an independent attraction. Discuss the importance of the experiential factor in modern tourism.
Readings/ Assignments	" <i>Religious Tourism and Heritage in Brazil</i> ," Christian Dennys Monteiro de Oliveira, from page 1 to 32. " <i>Cultural and creative tourism in Portugal</i> ", R. Carvalho, A. M. Ferreira, L. M. Figueira, Revista de Turismo y Patrimonio Cultural, Vol. 14 N.o 5. Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 10

Lesson 5	
Meet	In class
Lecture	Tourism in the Mediterranean Area (Italy, Spain, Portugal and Greece)
Objectives	Identify the importance of the tourism industry in the history of the Mediterranean destinations and the main characteristics of the sector in the area. Recognize elements of tourism as a tool for development after WWII.
Readings/ Assignments	OECD, Tourism Trends and Policies, Annual Report: <ul style="list-style-type: none"> • WTTC, Travel & Tourism Economic Impact – Portugal • WTTC, Travel & Tourism Economic Impact - Italy • WTTC, Travel & Tourism Economic Impact - Greece • WTTC, Travel & Tourism Economic Impact - Spain

Lesson 6	
Meet	In class

Lecture	When tourism opens minds and helps build democracy.
Objectives	Trace contemporary political and social developments as a result of the tourism flows. Define strategic marketing approaches employed in the management of the economic crisis. Recognize threats of terrorism and their impact on tourists and international tourism.
Readings/ Assignments	Goeldner, <i>Charles R. Tourism: Principles, Practices, Philosophies</i> . Chapter 11

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
NA	ACADEMIC BREAK

Lesson 9	
Meet	In class
Lecture	Tourism and the environment: how tourism changes the landscape.
Objectives	Define sustainable tourism and evolving services following this trend. Recognize both direct and indirect impacts of tourism on the country environment and cultural heritage assets. Identify the ways in which tourism shapes its environment and vice versa.
Readings/ Assignments	Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 17

Lesson 10	
Meet	In class
Lecture	Travel employment.
Objectives	Identify world tourism professions, their function, and services. Recognize the importance and utility of popular brands and their presence as symbols of quality. Outline elements of responsible tourism planning within the community and the cultural competencies required to tourism professionals.
Readings/ Assignments	Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 3 and 4

Lesson 11	
Meet	In class
Lecture	The tourism marketing mix.
Objectives	Outline various forms of planning required in marketing strategies and tactics. Discuss the modern marketing strategies and their application to the traditional heritage tourism and tourism products: museums, architectural heritage, archaeological sites.
Readings/ Assignments	V Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 19

Lesson 12	
Meet	In class
Lecture	Technologies and tourism
Objectives	Examine the impact of new technologies in the tourism industry: how virtual reality broadens the opportunities to promote museums and heritage sites at global level. Discuss about the innovation in the visitor's experience and the authenticity issues

	deriving from multimedia art exhibitions.
Readings/ Assignments	Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 20

Lesson 13	
Meet	In class
Lecture	Motivations to travel
Objectives	Analyze the different drivers to travel and how they changed over the centuries. Discuss the perception and the meaning of travel through the point of view of the great travelers in the history of literature.
Readings/ Assignments	Goeldner, Charles R. <i>Tourism: Principles, Practices, Philosophies</i> . Chapter: 9 <i>The Travels of Marco Polo, the Venetian</i> : Prologue Dante Alighieri, <i>Divine Comedy</i> , Inferno 26, Ulysses

Lesson 14	
Meet	In class
Lecture	Course Review Final Project Presentation
Objectives	Review the key elements in order to successfully pass the exam. Students will examine salient aspects analyzed during the course. Preparation for final project presentation will help students to deepen, consolidate and apply the acquired knowledge.
Readings/ Assignments	Review notes and readings for exam

Lesson 15	
Meet	In class
Lecture	FINAL EXAM