

International Tourism 435 (3 credits) WASHINGTON STATE

Spring 2015

Monday & Wednesday & Friday

11:10am - 12:00pm Todd 276



UNIVERSITY

Course Information

INSTRUCTOR

Na Su (Office: Todd 331B; E-mail: na.su@email.wsu.edu)

Office hours are on Tuesday and Thursday from 1:30pm until 3:30pm or by appointment

THE NATURE AND IMPORTANCE OF THE COURSE

Francesco Frangialli, the Secretary General of the World Tourism Organization (UNWTO, an agency of the United Nations) emphasized "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 three years, "despite the continuous challenge of man-made 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.

UNWTO's *Tourism 2020 Vision* forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers. Over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world.

International tourism has continued to grow in 2012, despite global economic uncertainty, to reach over one billion international tourist arrivals. The figure cements tourism's position as one of the world's largest economic sectors, accounting for 9% of global GDP (direct, indirect and induced impact), one in every 12 jobs, 30% of the world's services exports and up to 8% of the total exports of the world's Least Developed Countries (LDCs).

WHY INTERNATIONAL TOURISM?

This course will ground you in the global dynamics of the industry, from the principles of international hospitality/tourism management, strategic planning and marketing to international policies and trends.

You'll gain a unique global perspective through this class integrating your studies within the context of different countries and cultures. Hospitality College majors and their related career paths are international by definition. To succeed in these fields graduates need knowledge of global trends in their field, the ability to work in a multicultural context and the skills to thrive in different settings.

Experience the broad nature of hospitality and tourism industries on a global scale through this International Tourism course.

COURSE DESCRIPTION (RATIONALE & AIM)

This course will serve as a forum for the discussion of 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.

LEARNING OBJECTIVES

During this semester, students will be exposed to the following:

- To identify tourism and contemporary tourism issues from an international or global community perspective.
- To identify the various components of the tourism system (local, state, regional, national, and international levels).
- To identify the role of governments or other institutions in establishing regulations and policies to protect, conserve, and manage the environment.
- To identify and illustrate the interdependency of national governments and the regulations governing the movement of tourists (i.e., importance of strong border security measures, but recognize that crossing delays and line-ups can be detrimental to tourism).
- To identify the impact of the new access of countries to international or domestic travel (i.e., the case of former Eastern bloc countries and the People's Republic of China).
- To understand how basic economic principles relate to global community-oriented tourism.
- To identify and illustrate the role of tourism in achieving a positive balance of trade between countries.
- To identify the role of taxes and sales in supporting host communities.
- To understand the synergy between shopping and tourism.
- To understand the psychological implications of tourism destination marketing practices.
- To understand how basic social-cultural principles relate to global community-oriented tourism.
- To identify social-cultural impacts, such as, those related to women, children, indigenous people, migrants, and unorganized labor.
- To identify authenticity and acculturation issues relative to tourism destination management.
- To identify the relationship between hosts and guests, and the role of the tourist as an agent for cultural change.
- To generate an awareness of the current challenges and develop skills for identifying industry problems and proposing solutions.
- To identify specific barriers to the provision of safe, cost effective and appropriate transportation.
- To identify the tourism destinations threatened by natural or manmade critical incidents and the principles of crisis marketing management to tourism destinations.
- To identify destinations that possess endangered environments those need to be protected and sustained for the long-term health of a developing tourism program.

READING MATERIALS

Required text

Walker, J. R., & Walker, J. T. (2011). *Tourism: Concepts and Practices*. Upper Saddle River, NJ: Pearson Education, Inc.

You can either buy it from bookie or order online (e.g., Amazon, Half.com, etc)

Recommended reading

A. Books

- Beeton, S. (2005). *Film-Induced Tourism*. Tonawanda, NY: Channel View Publications.
- Boniface, B. & Cooper, C. (2005). *Worldwide destinations casebook: The geography of travel and tourism*. Boston: Elsevier Butterworth-Heinemann.
- Cook, R.A., Yale, L.J., & Marqua, J.J. (2010). *Tourism: The Business of Travel* (4th ed.). Upper Saddle River, NJ: Pearson Education Inc.
- Goeldner, C.R., & Brent Ritchie, J.R. (2009). *Tourism: Principles, Practices, Philosophies* (11th ed.). Hoboken, NJ: John Wiley & Sons Inc.
- Leask, A. & Fyall, A. (2006). *Managing world heritage sites*. Boston: Elsevier Butterworth-Heinemann.
- Reece, W. S. (2010). *The Economics of Tourism*. Upper Saddle River, NJ: Pearson Education Inc.
- Sigala, M. & Leslie, D. (2005). *International cultural tourism: Management, implications and cases*. Boston: Elsevier Butterworth-Heinemann.
- Swarbrooke, J. & Horner, S. (2005). *Consumer Behavior in Tourism*. Second edition. Boston: Elsevier Butterworth-Heinemann.
- Urry, J. (2005). *The tourist gaze* (2nd ed.). Boston: Elsevier Butterworth-Heinemann.
- Wyllie, R. W. (2000). *Tourism and society: A guide to problems and issues*. State College, Pennsylvania: Venture Publishing, Inc.

B. Journals

Annals of Tourism Research
Cornell Quarterly
Harvard Business Review
International Journal of Hospitality Management
International Journal of Tourism Research
Journal of Travel Research
Journal of Hospitality and Leisure Marketing
Journal of Hospitality and Tourism Education
Journal of Hospitality and Tourism Research
Journal of Leisure Research
Journal of Sustainable Tourism
Journal of Tourism Studies
Journal of Travel and Tourism Marketing
Journal of Travel Research
Leisure Sciences
Tourism Analysis
Tourism Economics
Tourism Management