

NRRT 270 Course Outline, FALL 2015
Principles of Natural Resource Tourism

Department of Human Dimensions of Natural Resources
Colorado State University

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Office Hours
Monday 12:00-1:00
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To be arranged

Syllabus subject to change at instructors' discretion

Schedule: The class meets Monday, Wednesday, and Friday from 8:00-8:50am in Engineering 100. Course ID#: 63555, Section 001, 3 credits. INTO students---Course ID#72448, Section 301, 3 credits.

I. COURSE DESCRIPTION

This course provides students with an informational foundation in tourism and commercial recreation and gives students a more extensive knowledge of the tourism industry. Historical perspectives, the organization of tourism, and supply and demand components of the tourism industry are examined. The dynamic and pluralistic nature of the tourism industry is discussed. NRRT 270 is a required course for all Natural Resource Recreation and Tourism and Hospitality Management majors.

II. COURSE OBJECTIVES

- 1) To provide students with an informational foundation in tourism and commercial recreation and to help students develop a more extensive knowledge of the tourism industry.
- 2) To generate an awareness of the concerns of the travel and tourism industry and develop skills for identifying industry problems and proposing solutions.
- 3) To gain an understanding of the relationships between tourists, tourist developments and the agencies and institutions that provide opportunities and programs for tourists.

III. COURSE MATERIALS

Required Text:

Goeldner, C. R. & Ritchie, J. R. (2009). *Tourism: Principles, practices, philosophies*, 11th Edition. Hoboken, NJ: John Wiley & Sons, Inc.

The text can be purchased at the CSU bookstore. Editions from the 9th and on up are probably all usable. This text is also available as an e-book in the CSU library, although there is an upper limit on the number of times it can be accessed.

Additionally, a copy of the text book is also on Library Reserve and is available for two hour checkouts.

Additional readings may be required and announced in class for certain topics. These and other course materials will be made available to students through **CSU CANVAS** (www.canvas.colostate.edu)

IV. COURSE POLICY AND PROCEDURE

Academic Integrity

All students are expected to familiarize themselves with the university academic integrity policy. An update about this policy and an amendment to the Faculty and Professional Manual, as passed by the Faculty Council, was forwarded to the Board of Governors. It was approved on June 20, 2011. The revised academic integrity section of the Manual, [section I.5](#) can be seen in its entirety here. It is our intent to adhere to the Academic Integrity Policy of the General Catalog and the Student Conduct Code.

HONOR PLEDGE: *"I will not give, receive, or use any unauthorized assistance."*

COPYRIGHTED COURSE MATERIALS

Please do not share material from this course in online, print, or other media. Course material is the property of the instructor who developed the course. Materials authored by third parties and used in the course are also subject to copyright protections. Posting course materials on external sites (commercial or not) violates both copyright law and the CSU Student Conduct Code. Students who share course content without the instructor's express permission, including with online sites that post materials to sell to other students, could face appropriate disciplinary or legal action.

Student Athletes / Special Needs

If you are a student with university-approved circumstances that require special accommodations, it is your responsibility to let us know your needs **at the beginning of the semester**. It is also important that you inform us about a need to miss class **prior to any absence**. We will then be able to make accommodations to assist you and help you succeed in this class.

Attendance and Classroom Conduct

Prompt attendance of class sessions is a requirement for this course. Students are expected to come prepared by doing required readings ahead of time. Attendance will be monitored through in-class exercises that occur throughout the semester (see

below for more information). It is the student's responsibility to communicate with instructors regarding announcements and course content that were covered during a missed class.

While in class, all students are expected to be attentive and polite. Disruptive classroom behavior such as private conversations, reading newspapers, and coming to class late or leaving early will not be tolerated. The instructors and teaching assistant reserve the right to ask you to leave the room if they feel you are disturbing the class. Electronic devices, including cell phones and pagers, must be turned off during class.

Assignments, Makeup Work, and Extra Credit

All assignments are due no later than the beginning of class on the designated date. **No late assignments** will be accepted. No makeup tests will be given unless we receive written notification (e.g., from a doctor) regarding an illness or emergency, or arrangements are made ahead of time on the basis of special needs, etc.

If at any time you are concerned about your grade in this course, you are encouraged to communicate with the instructors as soon as possible. Do not wait until the end of the semester if you are having problems with the class or assignments. There will be **no extra credit** offered in this course.

V. COURSE REQUIREMENTS

- 1) **Exams:** There will be **4** exams. Dates for these exams are specified in the course schedule provided below. Study guides to assist with preparation for the exams will be provided approximately one week prior to the exam date.
- 2) **Exercises:** Exercises will be administered in class throughout the semester and may require preparation time outside of class. They will be designed to encourage thinking about and application of concepts discussed in class and in the course textbook. A total of at least **12 exercises** will be given at various times throughout the semester. Students are **allowed to miss 2** of these exercises without penalty. Specific guidelines and expectations for each exercise will be discussed in class.

VI. COURSE GRADING

Grading Summary	Percent of Grade	Total Points
Exercises (10 @ 10 points each)	20%	100
Tests (4 @ 100 points each)	80%	400
	100% Total	500

Grades will be based on the total points accumulated from requirements listed above. Instructors will use +/- Grading. Grades will be assigned as follows.

Letter Grade	Percentage %	Points
A+	98+	490+
A	94-97	470-489
A-	90-93	450-469
B+	88-89	440-449
B	84-87	420-439
B-	80-83	400-419
C+	78-79	390-399
C	70-77	350-389

D	60-69	300-349
F	Less than 60	Less than 300

VII. COURSE CONTENT AND TENTATIVE SCHEDULE

*Below is a tentative schedule for this course. The instructors reserve the right to change this schedule at any time during the semester. Changes to the schedule will be announced in class.

SECTION I.

TOURISM OVERVIEW & HISTORY

MODULE 1

- August 24 (M) Course Introduction
- August 26 (W) What is Tourism? Tourism in Perspective
Readings: Goeldner & Ritchie, Ch. 1
- August 28 (F) Overview of Tourism Components & Characteristics

MODULE 2

- August 31 (M) History & Growth of Tourism
Readings: Goeldner & Ritchie, Ch. 2

CURRENT TRENDS & CAREERS IN TOURISM

- September 2 (W) Trends in Tourism
- September 4 (F) Trends in Tourism (Continued)

MODULE 3

- September 7 (M) **University Holiday - No Class**
- September 9 (W) Tourism in Colorado
- September 11 (F) Careers in Tourism
Readings: Goeldner & Ritchie, Ch. 3

TOURISM ORGANIZATIONS

MODULE 4

- September 14 (M) World, National, & Regional Tourism Organizations
Readings: Goeldner & Ritchie, Ch. 4
- September 16 (W) World, National, & Regional Organizations (Continued)
- September 18 (F) State & Local Tourism Organizations; Catch Up & Review

THE TOURISM INDUSTRY

MODULE 5

- September 21 (M) **EXAM 1**
- September 23 (W) Transportation & Tourism Distribution Systems
Readings: Goeldner & Ritchie, Ch. 5 & 7
- September 25 (F) Hospitality & Related Services
Readings: Goeldner & Ritchie, Ch. 6

MODULE 6

- September 28 (M) The Attractions Sector of the Tourism Industry
Readings: Goeldner & Ritchie, Ch. 8
- September 30 (W) Attractions (Continued)
- October 2 (F) Safety & Security Issues in the Tourism Industry

TOURISM RESEARCH & MARKETING

MODULE 7

- October 5 (M) Tourism Research
Readings: Goeldner & Ritchie, Ch. 18
- October 7 (W) Tourism Marketing---Ms. Katy Schneider
Readings: Goeldner & Ritchie, Ch. 19
- October 9 (F) Tourism Marketing (Continued)

MODULE 8

- October 12 (M) Special Topic (To Be Announced)*
- October 14 (W) Catch Up & Review
- October 16 (F) **EXAM 2**

SECTION II.

TOURIST MOTIVATIONS & BEHAVIORS

MODULE 9

October 19 (M) Motivation Theory
Readings: Goeldner & Ritchie, Ch. 9

October 21 (W) Motivation Theory (Continued)

TOURISM SUPPLY/DEMAND & ECONOMIC IMPACTS

October 23 (F) Tourism Supply & Demand
Readings: Goeldner & Ritchie, Chs. 12 & 13

MODULE 10

October 26 (M) Tourism Supply & Demand (Continued)

October 28 (W) Economic Impacts of Tourism
Readings: Goeldner & Ritchie, Ch. 14

TOURISM IN A BROADER CONTEXT & INTERNATIONAL ISSUES

October 30 (F) The Many Types of Tourism: An Overview

MODULE 11

Readings: Goeldner & Ritchie, Ch. 10

November 4 (W) Cultural Tourism (Continued)

November 6 (F) Sociology of Tourism & Sociocultural Impacts
Readings: Goeldner & Ritchie, Ch. 11

MODULE 12

November 9 (M) Poverty & Tourism in Developing Countries

November 11 (W) Catch Up & Review

November 13 (F) **EXAM 3**

TOURISM & THE ENVIRONMENT

MODULE 13

November 16 (M) Tourism & the Natural Environment: An Overview
Readings: Goeldner & Ritchie, Ch. 17

November 18 (W) Tourism & the Natural Environment (Continued)

November 20 (F) Wildlife & Nature-Based Tourism

November 23-27 (M-F) **Fall Break – No Classes**

MODULE 14

November 30 (M) Ecotourism

December 2 (W) Marine Tourism

December 4 (F) Sustainability & Tourism Planning

Readings: Goeldner & Ritchie, Chs. 15 & 16

SPECIAL TOPICS & COURSE WRAP-UP

MODULE 15

December 7 (M) Winter Tourism---Dr. Natalie Ooi

December 9 (W) Special Topic (To Be Announced)*

December 11 (F) Future of Tourism & **Final Course Evaluation**; Catch Up & Review

Readings: Goeldner & Ritchie, Ch. 20

December 14-18 (M-F) **Finals Week – EXAM 4 @ 11:50-1:50 (in ENG 100)**

Dec. 14