

GEO/TIM 324

GEOGRAPHY OF

GLOBAL TOURISM



Instructor: Brian Szuster
Dept of Geography & Environment
Credits: 3
Contact hours: 45

The study of tourism, as a social, cultural and economic activity has always been an important part of geography. Tourism has a long history beginning with European aristocrats who travelled the continent as part of the Grand Tour between the 17th and 19th centuries. With the arrival of modern transportation in the 20th century, however, tourism emerged as an important global industry. This course will introduce you to the study of tourism in both domestic and international contexts. The course surveys the history and evolution of tourism, and will review economic issues and development models that allow us to understand the growth and decline of areas dependent on this activity. We will explore distinctions between nature-based tourism and other forms of environmental tourism such as ecotourism; and survey contemporary niche activities such as dark tourism and poverty tourism.



CLASS TOPICS

GEO/TIM 324 will introduce basic tourism management concepts such as markets, destinations, motivations for travel, and models of tourism development. Taking advantage of our location in Japan, the course will investigate local forms of tourism that form an important part of the domestic Japanese economy. Cultural tourism, ecotourism and related issues such as environmental impacts and the management of cultural resources will be of particular interest. Case studies will be used extensively to illustrate challenges associated with managing tourism activities throughout the main islands of Japan. The following additional examples of tourism found in Japan will be investigated as part of GEO/TIM 324.



DARK TOURISM

Dark tourism (travel to sites associated with death, disaster or torment) has become a pervasive cultural activity. Dark tourism sites in Japan include: Hiroshima, Hashima Island (made famous in the movie Skyfall) the Matsuhiro Underground Imperial Headquarters, and the woods of Aokigahara. All of these site are part of the growing phenomena known as dark tourism.

NATURE TOURISM & ECOTOURISM

Nature-based tourism involves experiences directly related to natural attractions including: outdoor recreation, adventure tourism, wildlife viewing and nature retreats. This module will investigate nature tourism issues such as carrying capacity, crowding, or user conflicts through case studies such as: Mount Fuji, the cedar forests of Yakushima Island, and Jigokudani monkey park

CULINARY & AGRO-TOURISM

Culinary tourism is the pursuit of unique eating or drinking experiences is a well established phenomena in Japan. Agro-tourism is an extension of ecotourism that encourages visitors to experience Japanese agriculture and includes: buying produce directly from growers, participating in farm activities, or overnight stays at a farm.

STUDENT LEARNING OUTCOMES

Course content and evaluation in GEO/TIM 324 are based on the following student learning outcomes. It is also important to gain additional insights through the experience of living and studying in Japan. At the completion of the class, students should be able to:

- define and differentiate the various forms of tourism;
- provide examples of social, cultural, economic, and biophysical impacts;
- think critically about current issues of tourism development.

Students will also be able to achieve at least one of the following study abroad objectives:

- demonstrate awareness of own cultural values and biases and how these impact their ability to work with others;
- demonstrate knowledge of diversity with a focus on the population or topic of interest in the specific Study Abroad program;
- communicate appropriately and effectively with diverse individuals and groups; and
- demonstrate an increased capacity to analyze and appreciate disparate viewpoints.

EVALUATION

Midterm 1	25%
Midterm 2	25%
Final Exam	25%
Presentation	15%
Class Participation	10%

The following grading system will be observed:

A = 80% - 100 B = 70% - 79 C = 60% - 69 D = 50% - 59 F = 0% - 49

EXAMINATIONS

There are 2 midterm examinations scheduled for this class (see course outline for schedule) and a final examination. Examinations are not cumulative. Make-up examinations are allowed without penalty for valid reasons supported by a doctor's note or other form of legitimate documentation. Requests for a makeup must be made in writing or in person. E-mail requests will not be honored. Makeup exams will take place the week after a midterm at a time and place determined by the instructor.

CLASS PARTICIPATION

Participation marks are based on engagement in class discussions and activities in addition to attendance; but failure to attend classes regularly without legitimate cause will result in the loss of all participation marks in GEO/TIM 324.

COURSE OUTLINE

GEO/TIM 324 will introduce you to the study of tourism in both domestic (Japanese) and international contexts. The course surveys the history and evolution of tourism, and will review economic issues and development models that allow us to understand the growth and decline of areas dependent on this activity. We will also explore distinctions between nature-based tourism and other forms of environmental tourism such as ecotourism. Finally, we will review contemporary issues in tourism such as social, environmental and cultural impacts, and will investigate a number of niche activities which are of local significance such as dark tourism and agro-tourism.

Week 1 - Course Introduction / Conceptualizing Tourism

Week 2 - Origins and History of Tourism

Week 3 - Trends in Tourism

Week 4 - Motivation and Marketing

Week 5 - Tourism Demand & Supply / Economic Impact

Week 6 - Tourism Development Models

Week 7 - Sand, Sea and Sex: The Rise of Mass Tourism

Week 8 - Social and Environmental Impacts

Week 9 - The Rise of Nature-Based Tourism and Ecotourism

Week 10 - Benefits and Impacts of Nature-Based Tourism

Week 11 - Environmental Planning and Management

Week 12 - Ecotourism Accreditation / Interpretation

Week 13 – Cultural Tourism

Week 14 - Dark Tourism

Week 15 - Culinary Tourism and Agro-Tourism

Week 16 – Final Exam

COURSE READINGS

Required Text

Tourism Management: An Introduction by Clare Inkson & Lynn Minnaert, 2nd ed (2018)

The course text is available through on-line booksellers and a digital version of is also available on platforms such as Amazon. Additional articles will also be assigned from a reading list to be provided. Readings that support each lecture will be made available as Adobe Acrobat files on a course website or by other means. Books (e.g., Lonely Planet guides, Rough Guides), newspaper articles, magazines (e.g., National Geographic, Conde Nast, Backpacker), online blogs, and online reviews (e.g., TripAdvisor, YouTube, Travelocity, Expedia) also represent important sources of information for this course.

DESTINATION MANAGEMENT PRESENTATION

The focus of this assignment is a short presentation (20 minutes) that describes the background and development of a Japanese tourism destination. Background information will include a succinct review of the destination's characteristics and history of development. A review of the environmental or social impacts of tourism development is also required, and the future destination management issues should be considered. While it is essential to provide a good description of the destination in question, be sure to focus a substantial part of your presentation on environmental or socio-economic issues/impacts and potential destination management responses. I will organize time slots during the 2nd week of classes, and please select your presentation topic and book your time-slot with me as soon as possible. The destination management presentation will represent 15% of the overall course grade in GEO/TIM 324.

Oral Presentation Rubric

	4—Excellent	3—Good	2—Fair	1—Needs Improvement
Delivery	<ul style="list-style-type: none"> Holds attention of entire audience with the use of direct eye contact, seldom looking at notes Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points 	<ul style="list-style-type: none"> Consistent use of direct eye contact with audience, but still returns to notes Speaks with satisfactory variation of volume and inflection 	<ul style="list-style-type: none"> Displays minimal eye contact with audience, while reading mostly from the notes Speaks in uneven volume with little or no inflection 	<ul style="list-style-type: none"> Holds no eye contact with audience, as entire report is read from notes Speaks in low volume and/or monotonous tone, which causes audience to disengage
Content/ Organization	<ul style="list-style-type: none"> Demonstrates full knowledge by answering all class questions with explanations and elaboration Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence 	<ul style="list-style-type: none"> Is at ease with expected answers to all questions, without elaboration Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions 	<ul style="list-style-type: none"> Is uncomfortable with information and is able to answer only rudimentary questions Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence 	<ul style="list-style-type: none"> Does not have grasp of information and cannot answer questions about subject Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions
Enthusiasm/ Audience Awareness	<ul style="list-style-type: none"> Demonstrates strong enthusiasm about topic during entire presentation Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject 	<ul style="list-style-type: none"> Shows some enthusiastic feelings about topic Raises audience understanding and awareness of most points 	<ul style="list-style-type: none"> Shows little or mixed feelings about the topic being presented Raises audience understanding and knowledge of some points 	<ul style="list-style-type: none"> Shows no interest in topic presented Fails to increase audience understanding of knowledge of topic
Comments				