

**USC Annenberg School of Communication**  
**COMM 499: Tourism, Culture, and Communication (4 units)**  
**Fall 2019**  
**Schedule # 20772**

Professor: Dr. Carmen M. Lee

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Office Hours: Tues. and Thurs., 10:00-12:00 noon,  
Wed. 10:00-11:30 a.m., & by appt.

Office: ASC 121-F

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Class Meeting Time: **Wed., 6:00-8:50 p.m.**

Class Location: **ASC 231**

Course Description

The travel and tourism industry is one of the largest in the world. It creates jobs, drives exports, and helps to establish intercultural relations across the world. Approaching the study of tourism, culture, and communication from an interdisciplinary perspective (e.g., communication, socio-psychology, sociology, leisure studies, cultural studies, geography, tourism and hospitality management), this course will examine the impact communication has on the tourism industry, as well as how it helps develop responsible and sustainable tourism. More specifically, we will examine the:

- marketing of tourism-focusing on how social media allows individuals to share their travel experiences (e.g., Instagram posts and TripAdvisor reviews) and how mass media (e.g., motion pictures, television travel programs, etc.) highlight various locations, illustrating the critical role marketing and media coverage play in the travel industry;
- types of tourists and tourist activities-examining the different types of tourist activities and the consumption of tourist-related services, such as: cultural tourism, identity tourism, eco-tourism, sports tourism, medical tourism, sex tourism, and dark tourism; and
- the impact of tourism on the host environment (e.g., economic, social, and environmental implications) and intercultural relations (e.g., host culture attitudes toward tourists, cultural understanding, and intergroup communication).

Course Objectives

By the end of this course, you will be able to:

- Define and discuss tourism terminology and concepts.
- Identify factors that motivate travelers and generate tourism.
- Compare and contrast theoretical perspectives pertaining to travel and tourism.
- Analyze significant global tourism issues and demonstrate an awareness of how these issues are perceived and dealt with across various cultures.
- Evaluate the economic, environmental, cultural, political and social impact of tourism worldwide.
- Execute a case study of a tourist site or location illustrating the interconnectedness of our globalized society.

Required Readings/Materials

All required readings will be made available on Blackboard (Bb) or web accessible through the USC Libraries.

Recommended Supplemental Materials

American Psychological Association (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association. [Available at [USC Libraries](#)]

Course Requirements

1. Class Participation

**This course depends on each participant for its energy and vitality!** Students are expected to: (1) read the assigned readings *before* class, (2) come to each class prepared to discuss the subject matter, and (3) actively participate in the class. Participation does not just mean talking! Good participation involves coming to class on time with questions about the readings to share with the class, volunteering answers to questions that are insightful, actively listening to others' contribution to discussion, and moving the discussion toward a shared understanding.

**Weekly attendance is expected and essential for participation credit.** Based on both objective (quantifiable; e.g., class attendance, speaking in class, attending office hours/scheduled appointments) and subjective (qualitative; e.g., contributing meaningful questions/answers, illustrating comprehension of course material) assessment, participation scores shall be at the discretion of the Instructor. The ‘average’ participation score is 30 points; noteworthy participation will receive more points. Class participation is worth 10% of your grade.

Students who miss a class are expected to have read the material and actively find out what they missed. You should approach another classmate for missed notes and, if clarification is needed, meet with your Instructor. **Instructor notes or PowerPoint slides are not provided to students in this course.**

## 2. Reflection Papers

You will be assigned a series of reflection papers. You *might* be asked to read and/or watch content or engage in an interactive experience, and then present what you observed and how what you experienced or saw made you feel and your assessment of why you feel that way. The reflection papers will vary in length from 1 to 2 double-spaced, typed pages. All reflection paper descriptions are presented on Blackboard (Bb). The reflection papers are due by 11:59 p.m. [via Turnitin on Bb] on the following dates: **#1: Sept. 04 (Week 2); #2: Sept. 18 (Week 4); #3: Oct. 02 (Week 6); #4: Oct. 30 (Week 10); #5: Nov. 13 (Week 12).** Reflection papers are worth 15% of your final grade.

## 3. Take Home Exams

There will be two (2) take-home exams: Midterm and Final. The exams will consist of “open-book/open-note” questions; you will be able to utilize sources to complete a series of short answer questions. Short answer questions might emerge from required readings, lectures, guest speakers, and/or out of our collective discussions. These short answer questions are meant to test your understanding and to allow you to demonstrate your critical-thinking skills. Students will be given one week to complete the exam and submit their answers on Blackboard. All exams should be completed individually by students. Exams are due on the following dates [by 11:59 p.m.]: **Midterm Exam: Oct. 16, 2019; Final Exam: Dec. 11, 2019.** Take-home exams are worth 30% of your final grade.

## 4. Tourism Case Study Paper

You will conduct a case study of a specific tourist site or location and write a 10-12 page paper analyzing the “push-and-pull” factors driving tourism to that site/location, as well as the positive and negative economic, social/cultural, and environmental impact of its tourism. **A more detailed description of the assignment can be found under the ‘Tourism Case Study’ tab on Blackboard.** The case study is due on Dec. 06, 2019 [by 11:59 p.m.] and is worth 40% of your final grade.

All written assignments (i.e., reflection papers, take-home exams, and case study) turned in late will result in a **5 point deduction for each day** after the deadline. For all types of excuses, students will receive point deductions and should provide the instructor with formal, written documents/evidences. The instructor has the right to decide on the exact amount of total points deducted, depending on the evaluation of the legitimacy of the excuse.

## 5. Tourism Case Study Presentation

Students will deliver a 5-10 minute talk that addresses the key findings of their case study. The purpose of the presentation is to share one’s work with others and deepen our understanding of the nature of tourism. The presentations will be evaluated in terms of the quality and understandability of your oral and visual presentation, as well as the level of completeness of your discussion of the key elements of the case study. **A more detailed description of the assignment can be found under the ‘Tourism Case Study’ tab on Blackboard.** All presentations must be delivered during the final exam period (Dec. 11, 2019; 6:00-8:00 p.m.). The Tourism Case Study Presentation is worth 5% of your final grade.

## Grading Timeframe and Missing or Inaccurate Score Inquiries/Disputes

For effective learning, students should receive timely feedback on assignments and exams. Therefore, *every attempt* will be made to grade assignments/exams and post grades within 7-10 days. Scores for all assignments and exams are regularly updated on Blackboard. You are responsible for notifying the Instructor **within one (1) week** of a score posting if you think a score is missing or inaccurate. Moreover, you only have this period of time to contest a score on an assignment/exam. If you fail to inquire/notify us of any discrepancy, missing score, or contest a score within one week of the date the score is posted, no further changes will be made.

Excused/Unexcused Absences

All excuses are not valid. Missing a class because of a job interview, work obligation, vacation, wedding, family gathering, or an ‘amazing opportunity’ (e.g., tickets to Super Bowl, Invitation to be an Avenger, etc.) is not a valid excuse. A class missed because of a religious holyday obligation, student-athlete university-sponsored away event, death in the family, or a personal medical emergency is a valid excuse.

However, excused absences are **ONLY** provided under the following circumstances: (1) the student must contact the Instructor before the missed class with a valid excuse (see list above) and (2) provide the Instructor with verifiable written documentation of the valid excuse (e.g., a medical note from a certified physician, a funeral program, a student-athlete advisor letter). Regardless of the validity of the excuse, students who fail to contact the Instructor before the missed class will not receive an “excused” absence. If an excused absence is provided, students will be allowed to make up a missed assignment in a timely manner.

Extra Credit Opportunities

There *may* be extra credit opportunities available. Extra credit is not guaranteed as it is dependent on the need of research participants in departmental research *or* a relevant Annenberg School of Communication sponsored event. *If* extra credit opportunities are made available, students can receive a maximum of 8 points.

Assessment:

You will be assessed on the following requirements:

<u>Requirements</u>	<u>% of Final Grade</u>	<u>Point Equivalent</u>	<u>Date Due</u>
Class Participation	10%	40	<i>weekly</i>
Reflection Papers (5)	15%	60	09/04, 09/18, 10/02, 10/30, 11/13
Take-Home Exams			
Midterm		60	10/16/19
Final	30%	60	12/11/19
Tourism Case Study			
Paper	40%	160	12/06/19
Presentation	5%	20	12/11/19
<b><i>Total</i></b>		<b><i>400 pts. possible</i></b>	

Grading

The following scale will be used to assign final course grades:

<u>Points</u>	<u>%</u>	<u>Grade</u>	<u>Points</u>	<u>%</u>	<u>Grade</u>
376-400	94-100	A	292-307	73-76	C
360-375	90-93	A-	280-291	70-72	C-
348-359	87-89	B+	268-279	67-69	D+
332-347	83-86	B	252-267	63-66	D
320-331	80-82	B-	240-251	60-62	D-
308-319	77-79	C+	0-239	≤ 59	F

**NOTE:** Grades are based on the work completed from the first and last day of class. Per USC policy, “No student is allowed to re-take a final examination or do extra work in a course after the semester has ended for purposes of improving his or her [or their] grade.”

**Course Policies**Academic Integrity Policy

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and

may be dismissed from the School of Communication. There are no exceptions to the school's policy ([USC Catalogue, 2019-2020](#)).

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles as set forth in [SCampus](#) (see University Governance, Section 11.00).

The university does not tolerate discrimination, sexual assault, and harassment. You are encouraged to report incidents to the Office of Equity and Diversity <http://equity.usc.edu> or to the Department of Public Safety <http://adminopsnet.usc.edu/departments/departments-public-safety>. This is important for the safety of the whole USC community. Another member of the university community (e.g., a friend, classmate, advisor, or faculty member) can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the Relationship and Sexual Violence Prevention and Services (RSVP) webpage <http://engemannshc.usc.edu/rsvp/> describes reporting options and other resources.

#### Emergency Preparedness/Course Continuity in a Crisis

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. See the university's site on **Campus Safety and Emergency Preparedness**.

#### Disability Service Accommodations

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Disability Services and Programs (DSP). You need to make a request with DSP for each academic term that accommodations are desired. To avoid any delay in the receipt of your accommodations, you are encouraged to do this **during the first week of class**. Students taking courses in the Annenberg School of Communication will need to share and discuss their letters with their Instructor and forward a letter to the Office of the Director (ATTN: DSP). Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your Instructor with an accommodation letter from DSP. Your cooperation is appreciated. Disability Services & Program contact information: (213) 740-0776 or <https://dsp.usc.edu>.

#### Student-Athlete Travel Excuse Letters

Prior to a university-sponsored away competition, Student-Athletes are responsible for providing their Instructor with a Competition Excuse Letter (provided by their academic counselor) for the classes missed while on the road (i.e., excused absence). It is the responsibility of the Student-Athlete to provide the letter prior to leaving on their trip and to make arrangements for a make-up of any missed assignments or exams.

#### Email Policy

Email *can be* an effective communication tool. However, it also can produce more confusion than clarity and be an inefficient use of time. Emails should be limited to quick questions and scheduling appointments; they should not be seen as an alternative to attending class lectures, office hours, or a scheduled appointment. Before emailing, make sure you consult the course syllabus, lecture notes, handouts, and the course website to see if the answer to your question is there. **Although responses may be provided quickly, you should give us 48 hours to reply to your email. If you do not receive a response within 48 hours, please follow-up via email or in person.**

#### Classroom Comportment

Students are expected to engage in behaviors that enhance the learning environment. The Instructor is responsible for optimizing learning for not only individual students but for all students in the course. Thus, disruptive behaviors will not be tolerated. These behaviors include: not listening, pretending to listen while secretly texting or using electronic devices, speaking without being recognized, making fun or otherwise berating/disparaging the remarks of another person, etc. **Disruptive behaviors may adversely affect your overall course grade.**

Computer Access

USC Annenberg has a policy that requires that all students enrolled in an Annenberg class bring their own laptop device to campus. Windows OS and Mac OS software necessary to complete assignments in this course are available on computers in the following USC Computing Centers: Ahmanson Information Commons at Leavey Library, King Hall (KOH 206), and Waite Phillips Hall (WPH B34). Moreover, all currently enrolled students (with a valid ID) are eligible for the [USC Computing Center Laptop Loaner Program](#). It is your responsibility to ensure that you have access to a computer that can perform the necessary functions for completion of assignments.

Laptops/Electronic Devices

**Laptops/Tablets may be used during class for note-taking purposes only.** Please do not use devices for any purpose unrelated to our class as this may result in a suspension of use by the entire class for the semester. Other electronic devices (e.g., cell phones, iPods, etc.) should be turned off/silenced and put away. If you need to use your phone for any reason, please excuse yourself from the classroom.

Recording Policy

Students may not record any portion of a classroom lecture, discussion, or review **without the prior and explicit written permission of the course instructor**. The unauthorized use of any form of device to audiotape, photograph, video-record or otherwise reproduce (in whole or in part) lectures, course notes, or teaching materials provided by the instructor is forbidden. Students registered with Disability Services and Programs (DSP) who are unable to take or read notes have the right to audio record class lectures for their personal study only. Lectures recorded for this purpose may not be shared with other people without the consent of the Instructor. Furthermore, permission granted for recording of a lecture, discussion, or review also requires the observation of privacy guidelines and regulations for students in the class whose presence or statements might also be recorded.

Intellectual Property

The syllabus, lectures, handouts, and Blackboard content fall under personal and university-wide intellectual property policies. Anything other than personal use (e.g., organized recording, duplication, or distribution) on your part represents a violation of copyright and fair use laws.

Incomplete Work (IN)

A mark of incomplete is used to reflect work not completed because of documented illness or some other emergency occurring after the twelfth week of the semester; arrangements for the IN and its completion should be initiated by the student and agreed by the Instructor prior to the final exam. Incompletes will be given only when all University requirements pertaining to them are met. Marks of IN must be completed within one year from the date of the assignment of the IN ([USC Catalogue, 2019-2020](#)).

Turnitin.com

Students agree that by taking this course all required papers might be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You may submit your papers in such a way that no personal identifying information is included.

Learning Experience Evaluations

Learning Experience Evaluations will be conducted on the last day of the class. This will be your opportunity to provide feedback about your learning experience in the class. This feedback helps the instructor determine whether students are having the intended learning experiences for the class. It is important to remember that the learning process is collaborative and requires significant effort from the instructor, individual students, and the class as a whole. Students should provide a thoughtful assessment of their experience, as well as of their own effort, with comments focused on specific aspects of instruction or the course. For this feedback to be as comprehensive as possible, all students should complete the evaluation.

Consultations

You are more than welcome to contact me in my office, email me, attend office hours, or set up a meeting time. Please do not wait until the night before an assignment is due or an exam to realize that you do not understand something. If you experience difficulty in this course for any reason, please do not hesitate to contact me.

## Additional Resources

**Student Health Counseling Services [24/7 on call]:** (213) 740-7711 or <http://engemannshc.usc.edu/counseling/>  
 Student Counseling Services Counseling Center provides mental health treatment for students as well as assistance with developmental issues (e.g., intimate relationships, cultural adjustment, and identity development). Moreover, they provide assistance to students struggling with emotional urgent concerns. Student Counseling Services is located in Engemann Student Health Center, 1031 W. 34<sup>th</sup> Street.

**USC Department of Public Safety, University Park Campus [24/7 on call]:** (213) 740-6000 or [dps.usc.edu](http://dps.usc.edu)  
 Non-emergency assistance or information.

**USC Emergency, University Park Campus [24/7 on call]:** (213) 740-4321 or [dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)  
 Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

**LiveSafe Mobile Safety App:** <http://dps.usc.edu/services/safety-app/>  
 Managed by the USC Department of Public Safety and the USC Department of Emergency, this free downloadable app [Google or Apple] can be used to initiate contact with emergency responders around both USC campuses. The features include: immediate “push button” calls to DPS, easy reporting for suspicious activity or crimes in progress, and location services to notify friends of your route through campus.

**ITS Customer Support Center (CSC):** (213) 740-5555 or <http://itservices.usc.edu/students/>  
 The ITS Customer Support Center (CSC) provides support to the USC community for connecting to the USC Network and using supported applications. For help with network connectivity and software, contact CSC. Walk-in support is available in Leavey Library’s Information Commons.

**USC Support and Advocacy:** (213) 821-4710 or [studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)  
 Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

**Diversity at USC:** (213) 740-2101 or [diversity.usc.edu](http://diversity.usc.edu)  
 Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

**Office of Equity and Diversity (OED) | Title IX:** (213) 740-5086 or [equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)  
 Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

**Bias Assessment Response & Support:** (213) 740-2421 or [studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)  
 Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

**Relationship and Sexual Violence Prevention Services (RSVP) [24/7 on call]:** (213) 740-4900 or [engemannshc.usc.edu/rsvp](http://engemannshc.usc.edu/rsvp)  
 Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

**National Suicide Prevention Lifeline [24/7 on call]:** (800) 273-8255 or [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)  
 Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

**Course Schedule\***

	<b>Date</b>	<b>Topic</b>	<b>Assignment Due</b>
Week 1	Aug. 28	Introduction to the Course Overview of Tourism Culture and Industry	-----
<b>PART I: THE MARKETING OF TOURISM</b>			
Week 2	Sept. 04	Tourism Marketing-Part I: Theory and Research	<b>Reflection Paper #1</b>
Week 3	Sept. 11	Tourism Marketing-Part II: Internet & Social Media	-----
Week 4	Sept. 18	Mass Media Depictions of Tourist Destinations: Television & Film	<b>Reflection Paper #2</b>
<b>PART II: TYPES OF TOURIST &amp; TOURIST ACTIVITIES</b>			
Week 5	Sept. 25	Cultural Tourism: History, Art, & Fashion	-----
Week 6	Oct. 02	Identity Tourism: Heritage and Culture LGBTQ Tourism	<b>Reflection Paper #3</b>
Week 7	Oct. 09	Ecotourism & Sustainable Tourism: Wildlife and the Environment	-----
Week 8	Oct. 16	Sports and Adventure Tourism: From the Mountains to the Sea	<b>Midterm due</b> (Bb submission)
Week 9	Oct. 23	Poverty, Medical, and Health Tourism	-----
Week 10	Oct. 30	Sex Tourism: Sex, Sun, and Sexually-Transmitted Diseases	<b>Reflection Paper #4</b>
Week 11	Nov. 06	Dark Tourism: Death and Tragedy	-----
<b>PART III: THE IMPACT OF TOURISM</b>			
Week 12	Nov. 13	Ethics, Culture, and Social Responsibility Environmental Impact of Tourism	<b>Reflection Paper #5</b>
Week 13	Nov. 20	Economic Impact of Tourism	-----
Week 14	Nov. 27	<b>No Class – Thanksgiving Holiday</b>	-----
Week 15	Dec. 04	Social and Cultural Impact of Tourism	<b>Case Study Paper</b> (due Fri., 12/06/19)
<b>Finals Week</b>	Dec. 11	Case Study Presentations	<b>Final due</b> (Bb submission)

\*Course schedule/content subject to change at Instructor discretion