



NOTE: This is a SAMPLE syllabus/itinerary and may not be the most up-to-date version. Please contact the faculty leader of this course for more recent information.

Global Studies 325: Global Transportation and Tourism

SUMMER 2017

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Course Web Site: <http://blackboard.bentley.edu>

Office Hours: MW 4:30-5:30 and by appointment.

Cost: \$3750 Travel Dates: 14-26 May 2017

Pre-Departure meetings 1 March, 5 April, 15 April (SMI 103)



Course Description and Objectives

This course provides a comprehensive introduction to the principles and practice of the tourism and hospitality industry with special emphasis on Europe and the role of its evolving passenger transportation infrastructure. The course is organized into five parts: tourism principles, history and distribution of tourism, tourism infrastructure, tourism impacts, and tourism research. We examine the ways in which tourism is facilitated by evolving passenger transportation technologies (led by Europe) as well as the ways in which the industry is influenced by events

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such as economic downturn, currency fluctuations, economic downturn, and security threats. We also look at the many economic, social, and environmental impacts of tourism upon the host location and its residents by gathering insights from local residents and experts. Students apply course concepts by completing a group research project using primary data, guided by the professor. The ultimate objective of this course is to develop a fundamental knowledge of the industry and to obtain skills for involvement in a variety of capacities. In addition, students will understand the historical growth of the industry in Europe, its relationship with transportation, its contemporary economic and social impact, and its potential as a growth industry for the future.

Learning Objectives

This course challenges students to view the world from at least two different **perspectives**, and deliberately facilitates the development of international travel **skills** and critical thinking **skills** through reflection and discussion. The course also helps the students build **knowledge** of the region in the following specific areas:

- Comprehending the impact of geography and history on the development of transportation infrastructure and growth of tourism. Specifically,
 - Appreciating Germany's pioneering role in transportation technology.
 - Recognizing the roots of tourism in Croatia and its economic importance as the country's largest industry.
- Understanding the present state of passenger infrastructure and the tourism industry, and how they interact with each other and the social landscape of the countries under investigation.
- Learning about the culture of Southern Germany and Croatia first-hand interaction through with their citizens.

Required Readings

All readings (listed below) will be posted on Blackboard or distributed in class.

GRADING POLICY

The grade for this class is determined as follows:

- 20% - Quizzes: map quiz (our destinations and their neighbors);
basic expressions in German and Croatian
(two prior to departure, three in the field)

20% - Daily journal in Europe

20% - Three short assignments: business travel budget and expense report, one tour proposal and budget, and one destination SWOT analysis (on-site)

20% - Term group project (of which 20% is a typed pre-departure proposal)

20% - Participation in Europe, including "Trail boss for a day" (see expectations)

TEACHING PHILOSOPHY AND EXPECTATIONS IN THE FIELD

Have fun learning! Every group member will be treated as an adult; students will also enjoy considerable freedom. There will be a reasonable amount of time to rest, explore in groups, eat meals, and pursue their own interests such as shopping or "going out" in the evening. Responsible behavior is expected of all members at all times: when interacting with our hosts, the professor, and with fellow students. No shenanigans, disrespectfulness, or recklessness will be tolerated. Students will be held accountable for their own actions. During our travel component, we are ambassadors for Bentley and for our home countries. Participants' actions and attitudes will be taken very seriously. Participants should always use their best judgment and be prepared for the unexpected. All participants are expected to dress appropriately and arrive punctually at each scheduled activity, lecture, cultural outing. As the travel program is subject to change, it is your responsibility at dismissal each evening to inquire about the time of next day's first meeting. Your participation grade is based upon your preparation for each event and initiative to interact and ask substantive questions of our local hosts. In addition, be aware of and observe the Survival Tips appended to this document.

Other items:

- All guidelines of the Cronin Office of International Education apply, and you must respect the customs and laws of our hosts. If you do not, you may be sent home at the discretion of the professor at your own expense and you will fail the course.
- The group will travel together from Boston and return there, unless prior arrangements are made and a waiver of liability is submitted.
- You are an ambassador of your country and of Bentley University.
- Part of the purpose of this trip is to build international relationships for Bentley. When evening invitations are periodically extended to leaders, student understanding is appreciated.
- STPs cannot be taken Pass/Fail, and no incompletes will be given in this course. Points

will be deducted for late submission of course materials.

Three Short Assignments

For all writing assignments in this course, you should demonstrate your best formal prose. You are encouraged to consult *The Chicago Manual of Style* or Strunk and White's *The Elements of Style* for guidance. For full credit, pages must be typed, double-spaced, paginated, and stapled. Assignments must be submitted at the beginning of class on the due date.

The three short papers (each limited to two pages of text, plus spreadsheets, maps, etc.) are intended to familiarize students with relevant material *prior* to travel.

1. Business Travel Budget and Expense Report
2. Destination SWOT Analysis
3. Tour Proposal (including itinerary and budget)



QUIZZES

One matching vocabulary quiz in German ("Please and thank you") will be given prior to departure, as will a simple map quiz that contains all cities and countries on our itinerary, as well as neighboring countries. Three additional quizzes will be given during the travel period, and will feature menu items, numbers, important political figures, and other basic facts. For Quiz 1: expressions include: please, thank you, you're welcome, excuse me, sorry, hello, goodbye, do you speak English?, I don't understand, where's the bathroom, I speak very little German/Croatian, help, yes, no, quickly, menu, I would like..., and I'd like to pay.

THEMATIC PROJECT

Students will complete a collaborative comparative project focusing upon an aspect of transportation or the tourism industry in Germany OR Croatia that will enable them with to perform primary data collection and group paper development rather than writing a standard individual term paper. The project requires the following contributions from each class member, and the professor will serve as project coordinator.

1. Informed research questions (by 4/19, each student should email the professor with at

least three questions as well as full citations from literature that helped them raise the questions). Using these materials, the professor will complete an initial draft of a project description and interview script for data collection purposes and re-circulate these to the students.

2. Students are responsible for providing substantive commentary on this document within seven days so that the professor can finalize the research plan before travel. Students may be asked to add additional contributions.
3. The final document must be completed when the registrar requires first summer-session grades are due.

Students will be graded as follows...

- 20% questions and citations to professor by 4/19
- 20% student feedback on research document by 4/26
- 40% contributions in the field (quantity and quality of interview participation and results)
- 20% final editing following travel, but prior to paper due date of 6/8.

PRE-DEPARTURE READINGS

Overview of the Tourism Industry, Basic Tourism Concepts

Please read the following handouts before departure.

1. Deichmann, Joel I. and Shivam Senjalia. 2014. Domestic Perceptions of International Tourism in Croatia: A Survey Analysis. *Tourism Today* (13), 31-47.
2. Goeldner, C. and J.R. Ritchie. 2016. "Tourism in Perspective", from *Tourism: Principles, Practices, Philosophies* (13th edition). Hoboken, N.J. John Wiley & Sons. Pp. 3-37.
3. McDonald, James. 1997. "European Tourism" from *The European Scene: A Geographic Perspective* (2nd edition). Upper Saddle River, NJ: Prentice Hall. Pp. 191-202.

ABOUT THE LEADERS

Prof. Deichmann was born in Bethlehem, Connecticut and grew up in Western New York State. He holds a BA from Geneseo (1993), an MA from the University of Cincinnati (1995), and a PhD from the University at Buffalo (1999). Prof. Deichmann's research focuses upon international movements of investment and tourism, with special emphasis upon Central and Eastern Europe. His other Bentley courses include GLS 110: *Global Regions*, GLS 270 *Contemporary Europe* and GLS 325 *Global Tourism*, and GLS 276 *Transition Economies of Europe*. He has led 15 travel study courses to countries including Germany, Poland, the Czech Republic, Croatia, Bosnia, and Ghana. Prof. Deichmann's non-fiction travel book entitled *Passion for Place: Embracing Global Wanderlust* was published in 2015. His wife Karen is a Human Resources Manager at Comcast, and they have three kids: Charlie (18), Isabela (16), and James (14). Interests include travel, studying "things international," enjoying music and films, hiking, running with Tessie the black lab, and entering all 3143 counties in the USA (completed in 2014).

Ivana Šepak was born in Zagreb, Croatia in 1986. In 2009, she graduated from the American College of Management and Technology in Dubrovnik. Shortly after graduation, she started working in for a Croatian hotel company in Zagreb as an assistant in sales and marketing. In 2012, she worked in Dubrovnik as a tour guide for excursions to Monte Negro and Bosnia and Herzegovina. Ivana likes tasty and unusual food, reading, singing, listening to music, sports (particularly jogging, volleyball, ice skating and rollerblading) and socializing with friends. She especially likes meeting people from all over the world. Ivana speaks several languages, such as English, Russian, German, Italian and some French. In 2015, Ivana began her own tourism company.

GLS Short Term Program (Deichmann)
Survival Tips and Best Practices for International Travel Version 15.1 (2016)

Overarching Guidelines

- Expect the unexpected. Keep an open mind, be prepared for surprises, and react calmly!
- Be flexible: our daily program will change as necessary and as opportunities arise. Each night before you are dismissed, it is your responsibility to know where and when we will meet to start the next day.
- Be a dromedary. When traveling with a large group, scheduling demands or safety concerns beyond our control sometimes supersede individual convenience. If you miss a meal, pack a candy bar and water bottle.
- Arrive punctually for every event, and stay with The Pack. If you “miss the boat”, you are responsible for finding/catching up with the group at your own expense; habitual lateness will impact your grade.

Money and Safety

- Most stores accept credit cards, markets and street vendors do not. Before leaving the US, call your bank to let them know where you will be using your ATM or credit cards.
- Purchase a money belt and don't put anything of value in open pockets. Pickpockets thrive in Europe!
- At group meals, those of legal drinking age may purchase alcoholic drinks at their own expense. Please keep your entire meal purchase below \$15.
- Non-Bentley guests are not permitted in the hotel rooms. Consider the Van Der Sloot incident(s).
- Use the buddy-system, and preferably more than one buddy. Avoid going out alone at night.

Pack Wisely!

- Pack your survival essentials in your carry-on. Sometimes luggage misses the flight connection or gets lost.
- I suggest that you leave your laptop computer at home. Bring a notepad and pen instead—these are easier to carry and less likely to get stolen!
- “Don't bring the House”: one medium-sized suitcase and a day pack should be sufficient.
 - We will be traveling with public transportation- trains, trams, and buses. You must be able to carry or pull what you bring. Airlines are increasingly enforcing their 50 lb/23 kg limits!
 - Carry a daypack with water, snacks, umbrella, camera, batteries.
 - Leave room in the “outbound” suitcase for “inbound” souvenirs!.

Clothing

- SE Europe's weather is normally better than Boston's (but can also be unpredictable).
- Dress respectably; pack a pair of khakis and a button-down for occasional events as directed.
- You will not be allowed into places such as parliament, mosques, and churches with bare legs or shoulders.
- Jeans are normally acceptable to wear, especially with a button-down shirt and black dress shoes
- Comfortable, water-resistant shoes are ideal; don't plan on “working in” new shoes on the trip.

Other Supplies

- Alarm clock, watch, and sun lotion! We'll be up early and spending a lot of time outdoors.
- Any required medications plus cough drops and vitamins (in your carry-on bag).
- Extra batteries and memory cards for your camera (to avoid a goose chase and inflated prices).
- International currency adaptor if you bring your own hair dryer or razor. Some hotels have hair dryers.
- A lock for your luggage is advisable within Europe. Do not lock your luggage on international flights.

Take Cues from Locals

- Don't be ugly (as in “Ugly American”): consider dress, behavior, and speech volume.
- Keep the language clean (many “naughty” words are international, as is resentment of their use!). In Europe, you can be fined for “flipping the bird”, considered an act of aggression.
- Please, no ear buds when with the group or when professor or guide speaks. Plan to interact with the group, look out the window, ask questions, and listen to answers.
- Be respectful of everyone you meet- you represent Bentley and the USA!
- Show your interest: learning is fun, and it's your job on this trip! ☺

