



UFR_LTHR

SYLLABUS & COURSE

Academic Year: 2022–2023

ECUE: ANGLAIS ET ANGLAIS DU TOURISME

Code ECUE : CIN 2011

Type : CM

Course Duration: 8h

Level: Licence 1

Faculty: LTHR (Logistique, Tourisme, Hôtellerie-Restauration)

UE of Attachment: Communication et Informatique

Code UE: CIN 201

Credit: 2

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I-COURSE DESCRIPTION

This course is designed for L1_LTHR students of USP. As beginners, it is worth finding what tourism is, what it covers, and how it is studied. Such a study of tourism takes into account travelling and the World Tourism.

a- GENERAL OBJECTIVE

The main purpose of this course is to help students of L I in tourism to the origin of tourism and its evolution.

b- SPECIFIC OBJECTIVES

By the end of the lecture, students should be able to understand tourism as phenomenon, and industry

II-COURSE CONTENTS

N° SESSION	CONTENT	DURATION	CM
Session I	UNIT 1: TRAVEL AND TOURISM I- Defining Travelling II- Travel as Tourism III- Limits of Travelling as Tourism IV- Tourism and Types of Tourism A- Tourism B- Types of Tourism 1- Adventure 2- Cultural pleasure 3- Business 4- Domestic	2H	CM
Session 2	UNIT 2- TOURIST	2H	

	I- Definition of Tourism in the context of Popular idea II- Technical Definitions of Tourism III- Heuristic Meanings 1- Itinerary 2- Minimum and Maximum Duration of Trips 3- Minimum Distance Travelled 4- Distinctive Behaviour IV- Tourist as Child V- Tourist, Recreational VI- Tourist Space VII- Tourist Trap		CM
Session 3	UNIT 3: ECOTOURISM I- Definition of Ecotourism II- Types of Ecotourism A- Hard Ecotourism B- Soft Ecotourism	2H	CM
Session 4	UNIT 4: TOURISM ECONOMICS I- DEFINITION OF TOURISM ECONOMICS II- CONSTRAINTS OF TOUSISM ECONOMICS 1-Social and community interest, 2-Sustainable use of tourism 3-Recreation resources 4-Inputs into the production process. III- ARTICLES OF TOURISM ECONOMICS 1-hotel and restaurants business, 2-merchandising attractions, 3-transport, entertainment, 4-tourist activities, 5-economic organization of tourism at micro and macro levels.	2H	CM
Session 5	UNIT 5: COMMUNICATION MIX I- Definition of Communication Mix II- Purpose of Communication Mix	2H	CM

III-PROGRAMME

Five sessions are devoted to this course. Each session goes on 2h of duration.

IV-METHODOLOGY

This course is fully lecture.

V-ASSESSMENT

Class evaluations (40%) and final exam (60%) with possibility of reseat exam

UNIT 1: TRAVEL AND TOURISM

I- Defining Travelling

Travel involves movement from place to place. This is a fundamental aspect of tourism. In the absence of travelling, there would be no tourism.

II- Travel as Tourism

Improvements in the case of travel have greatly increase the magnitude of tourism and have influenced the forms which it takes. In fact, many forms of travel, such as walking, canoeing, rafting, horse-riding, skiing, driving for pleasure and snowmobiling, are tourism activities in their own right.

III- Limits of Travelling as Tourism

Although sometimes used synonymously with tourism, travel is a broader concept. There is a diversity of types of travellers, such as migrants or exchange students, not all of whom may be tourists. Both travel and tourism involve the movement of people between origins and destinations along connecting routes. However, depending upon the distance travelled, whether borders are crossed, length of stay at the destination and motivation, travellers may or may not be considered to be tourists.

IV- Tourism and Types of Tourism

A- Tourism

Tourism can be defined as an industry or a phenomenon or both. It is also the study of man (the tourist) away from his usual habitat, of the touristic apparatus and networks responding to his various needs, and of the ordinary (where the tourist is coming from) and nonordinary (where the tourist goes to) world and their dialectic relationships.

B- Types of Tourism

Diversity occurs in the degree to which different tourists depend on services and goods supplied by tourism industries. Highly dependent tourists are consumers relevant for business marketing, while independent or self-sufficient tourism occurs beyond or at the fringes of markets served by those industries. Meanwhile the complex and heterogenous nature of tourists' behaviour can be explored using many social science and business disciplines or concepts, such as anthropology, behaviour, anomie, attitude, escape, experience, fantasy, management, marketing, psychography, psychology, regression, self-actualisation and sociology.

Though once many publications referred to 'the tourist' in ways implying that all tourists behave similarly. This stereotype has been progressively abandoned. Diversity is now reflected in typologies, in acknowledgement of various purpose of trips, and in touristic categories such as:

- 5- Adventure
- 6- Cultural pleasure

- 7- Business
- 8- Domestic
- 9- Medical

UNIT 2- TOURIST

The term 'tourist' was invented as an extension of 'tour', which earlier had evolved to its modern sense of a **trip for pleasure**. Once defined as any journey from one place to another, a tour is now commonly used in two distinct senses; to describe either a day trip or excursion, or any touristic journey involving a period of travel and overnight stay. While 'tour' has long meant a **circular trip**, its modern sense – a **pleasurable trip** – evolved only 270 years ago.

Daniel Defoe's *A Tour Through the Whole Island of Great Britain* (1726), is an early sign of tourism as a trip for pleasure. Tourism as traveling for pleasure is motivated by (or are concerned with subjects such as) scholarship, exploration, politics, commerce and religion. As pioneer of pleasure travel, Defoe retained interests in those subjects but imbued them with pleasure, which became an extra motivation.

In Japan, a near contemporary of Defoe, Basho, was another pioneer of pleasure travel; his book *Narrow Road to the Deep North* appeared in 1692.

A generation after Defoe, the eccentricity became fashionable in Europe, for by 1745 the expression **Grand Tour** was widely used, referring to leisurely circuits of the Continent for high cultural purposes. (Grand Tour is leisurely circuits of the Continent for high cultural purposes.)

A generation later, in the 1770s, Adam Smith formed an opinion that the cultural ideals had been sufficiently eroded by pleasurable priorities to justify a new word, '**tourist**'. Smith's neologistic device, 'tour-ist', symbolised persons making a ritual of quick visits to cultural sites but spending most of their time seeking pleasure.

Three sets of meaning of **tourist** can be identified, each serving a particular context. The three are popular ideas, technical definitions and heuristic meanings. Failure to discriminate clearly among the sets can lead to confusion.

I- Definition of Tourism in the context of Popular idea

Dictionaries report common popular meanings, but cannot report all in this set. Different persons use varied concepts and perspectives for distinguishing tourists, so that what constitutes a boundary between tourists and non-tourists cannot be specified in a precise manner that suits everybody.

II- Technical Definitions of Tourism

Technical definitions are used for statistical data. An unambiguous statement allows everybody responsible for collecting, processing and using data to know what is included. Because popular ideas of tourists are diverse and subjective, official statistics cannot leave the demarcation to opinion.

Widely followed technical definitions for 'international tourist' have changed over the years, but the following is a current version: For statistical purposes the term 'international visitor' describes any person visiting a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of activity remunerated from within the country visited. International visitors include 'tourists' (overnight visitors) who stay at least one night in a collective or private accommodation in the country visited and 'same-day visitors'.

This definition is much broader than many popular ideas, for it counts as tourists those making trips for many purposes, including vacation, holiday, business, pilgrimage, conference, visiting relatives, study and so on. This scope should be heeded when interpreting statistical data. However, technical definitions are not authoritative prescriptions such much be adopted for the heuristic meanings.

III- Heuristic Meanings

Heuristic meanings help learning. Formal studies or research on tourists' behaviour, and formal discussions or lectures, can be helped by a crafted description and ultimately a precise definition as to what is meant by 'tourist'. Such statements help focus thinking and remove ambiguities. Since technical definitions usually embrace many trip purposes, they are inappropriate for detailed discussions of tourist behaviour. Consequently, individual researchers should devise their own heuristic concepts, refined to definitions if precision is needed, to suit each project. In that process, four criteria can be considered:

1- Itinerary

First, there is itinerary: domestic or international, or both

2- Minimum and Maximum Duration of Trips

Second, minimum and maximum duration of trips can be indicated. Normally tourists are distinguished from day-trippers, for if the latter were regarded as tourists, studies of tourism would logically have to be biased towards the special nature of day-tripping, which is a far larger phenomenon.

3- Minimum Distance Travelled

A third criterion (not essential) is minimum distance travelled.

4- Distinctive Behaviour

A fourth is distinctive behaviour, which can be indicated by saying that tourism revolves around leisure. Tourist's leisure involves recreational and / or creative experiences from features or characteristics of visited. These are commonly called attractions. Their central elements are sights, sites, objects, event and other phenomena

IV- Tourist as Child

The term 'tourist as child' refers to the personality state of illusory freedom and happiness, into which tourists are cast by the industry in order to reduce the otherwise harsh effects of the need to control them. Appeal are thus made to the ego's desire for unlimited pleasure through messages which take tourists back to the sun and fun of childhood.

V- Tourist, Recreational

Recreational tourists are those who visit a destination primarily for purposes of recreation. This distinguishes them from those who travel for purposes of business, attending conferences, sporting event, or visiting friends and relatives. The recreational purpose may be 'playful' or serious, because the word recreation can be used in the sense of relaxing amusement or to restore or re-create, a notion which comes very close to that of pleasure tourist.

VI- Tourist Space

A physically or socially demarcated area arranged for touristic visits is known as tourist space. The literature emphasises the covertly staged nature of such space as a manifestation of staged authenticity. A covert tourist space is made to appear as part of the normal lives of destination of people although it is in fact fabricated for tourist, such as the performance of a 'real' tribal ritual. An overt tourist space is explicitly marked off from the host's everyday reality, as for example in an environmental museum.

VII- Tourist Trap

Tourist traps conjure up the negative stereotypes associated with tourism. They infer neon sign, cheap souvenirs, crowds, traffic and lots of advertising. These locations or destinations have a bright and shiny surface but little substance and a less beneficial price-value relationship for tourists. Usually the term implies deceit, cheat, crime or theft. Tourist traps often result from little or no community planning and / or standards.

UNIT 3: ECOTOURISM

I- DEFINITION OF ECOTOURISM

The term 'ecotourism' is usually attributed to Ceballos-Lascurain, who defined it as 'tourism that consists in travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas'. Ecotourism is often viewed as being a new form of tourism.

II- TYPES OF ECOTOURISM

There are two types of ecotourism: hard ecotourism and soft ecotourism

A- HARD ECOTOURISM:

In hard ecotourism, minimal facilities are provided and there is close interaction with the environment.

B- SOFT ECOTOURISM:

Soft ecotourism involves the use of considerable support facilities.

UNIT 4: TOURISM ECONOMICS

I- DEFINITION OF TOURISM ECONOMICS

Tourism Economics covers the business aspects of tourism in the wider context.

II- CONSTRAINTS OF TOUSISM ECONOMICS

Tourism economics takes account of constraints on development, such as:

- 5-Social and community interest,
- 6-Sustainable use of tourism
- 7-Recreation resources

8-Inputs into the production process.

III- ARTICLES OF TOURISM ECONOMICS

Articles of Tourism Economics are:

- 6-hotel and restaurants business,
- 7-merchandising attractions,
- 8-transport, entertainment,
- 9-tourist activities,
- 10- economic organization of tourism at micro and macro levels.

UNIT 5: COMMUNICATION MIX

I- DEFINITION OF COMMUNICATION MIX

The communication mix is the combination of advertising, personal selling, public relations and sales promotions used within the same campaign.

II- PURPOSE OF COMMUNICATION MIX

Most tourism marketing programmes include the use of communication mixes because different ingredients in the mix help best in achieving related, but somewhat unique, objective of the marketing programme.

Thus, a communication mix for a given destination, Disney World, for example, may include television and radio commercials, newspapers and magazine ads, free brochures mailed to inquirers exposed to advertising offers of the free brochure, publicity in the form of news stories about family outings at Disney World. The central premise for designing a mix that includes multiple media and related tools (for example, advertising both tourism marketing professionals as well to leisure tourists directly) is that one execution cannot accomplish all the objectives of a communication campaign.

BIBLIOGRAPHY

Basho. *Narrow Road to the Deep North*, 1692.

Daniel Defoe's *A Tour Through the Whole Island of Great Britain* (1926).

Jafari, Jafar. *Encyclopedia of Tourism*. London: Routledge, 2000.

World Tourism Organization (1997) *Recommendations on Tourism Statistics*, Madrid: WTO.