



University of Illinois  
Department of Recreation, Sport and Tourism

**RST 393 – Special Problems/Independent Study**  
*Culture & Behavior of Chinese Tourists in the U.S.*

Course meets bi-weekly Mon. 3-5pm and by appointment

**Prerequisites:** Junior or senior standing; grade-point average of 3.0; consent of academic advisor, instructor, and head of department.

**Instructor Information and Office Hours**

Nuno F. Ribeiro, PhD  
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217-300-0336  
[nuno@illinois.edu](mailto:nuno@illinois.edu)  
<https://sites.google.com/site/nunofribeirowebsite/>

Office hours by appointment. Similarly, if my office door is open, you are welcome to come in and talk.

**COURSE CATALOGUE ENTRY**

Special projects in research and independent investigation in any phase of health, physical education, recreation, or related areas selected by the student. May be repeated to a maximum of 6 hours.

**COURSE DESCRIPTION**

*“A good traveler has no fixed plans and is not intent on arriving.”*  
– Lao Tzu

This course introduces upper undergraduate students to the theoretical underpinnings and procedures involved in conducting tourism research, with a focus on the culture and behavior of international tourists in U.S. tourism destinations. Student(s) will actively participate in a research project led by the instructor of the course; become acquainted with the process of conducting research in tourism studies by: receive training in research ethics; assist in planning and conducting research with human subjects; collaborate in the preparation, submission, revision, and presentation of scientific abstract(s) and manuscripts. This course focus specifically on the body of emerging research that deals with culture and behavior of Chinese tourists in U.S. tourism destinations.

## COURSE OBJECTIVES

Following successful completion of RST 393, the student will:

- **Recognize, describe, and expound** on tourism research as a complex endeavor;
- **Identify, understand, distinguish, and apply** key research terms, with an emphasis
- **Recognize, define, and elaborate** on the processes through which tourism research is conducted;
- **Analyze and discuss** past, current and future trends in the tourism research literature, with emphasis placed on literature that focuses on culture and behavior of Chinese tourists;
- **Complete certification** for the safe conduct of research with human subjects;
- **Collaborate** in the elaboration and presentation of at least one (1) conference abstract, one (1) conference presentation, and one (1) research article;

I will strive to make this course both useful and interesting. I believe you will find this course to be a thought-provoking and enjoyable learning experience, regardless of your major field of study and eventual career path.

## REQUIRED MATERIALS FOR THE COURSE

Required readings for the course will be provided via the Compass2g website (<https://compass2g.illinois.edu>), or will be available at the UIUC Undergraduate Library Catalog (<http://www.library.illinois.edu/>). These readings will come from scholarly and non-scholarly books, academic journals, important broadsheets, practitioners' publications, edited volumes, etc.

You will need a laptop computer, equipped with Microsoft Office or equivalent (e.g., Open Office), as well as wi-fi capabilities. For some parts of the course you will be required to wear business attire (e.g., conference presentations). Some classes will be held outside the classroom and in some cases will require a small fee to participate in course activities. A bibliography can be found in Appendix A to this syllabus.

## ASSIGNMENTS AND EVALUATION

### Research Ideas Summary

The student(s), in collaboration with the instructor, will submit one document between 800 and 1,000 words detailing his/her/their ideas for suitable research topics and questions.

### Ethical Conduct of Research Training

The student(s) will complete the required training for the responsible and ethical conduct of scientific research, i.e. CITI training, available at <http://oprs.research.illinois.edu/?q=education/RequiredTrainingInvestigators.html>; the student(s) will also collaborate with the instructor in the preparation and submission of

### Literature Review

The student(s), in collaboration with the instructor, will conduct a thematic literature review pertinent to the topic of the course and the research interest(s) of the student(s) and instructor.

### Data Collection Exercise

The student(s), in collaboration with the instructor, will participate in a data collection exercise that will seek to address a previously agreed upon research question. This exercise may be qualitative, quantitative, or mixed-methods.

### Research Abstract

The student(s), in collaboration with the instructor, will submit one research abstract for consideration at a suitable academic conference, such as the *Advances in Hospitality & Tourism Marketing and Management Conference* (<http://www.ahtmm.com/>).

### Conference Presentation

The student(s), in collaboration with the instructor, will present one research abstract at a suitable academic conference, such as the *Advances in Hospitality & Tourism Marketing and Management Conference* (<http://www.ahtmm.com/>).

### Final Paper

The student(s), in collaboration with the instructor, will submit one research paper for consideration at a suitable academic outlet, such as the *Journal of China Tourism Research* (<http://www.tandfonline.com/toc/wctr20/current#.VezKfJfznm4>)

Assignments	Total points	% of Final Grade
Research Ideas Summary	50	5%
Ethical Conduct of Research Training	50	5%
Literature Review	200	20%
Data Collection Exercise	150	15%
Research Abstract	100	10%
Conference Presentation	150	15%
Final Paper	300	30%
<b>Total</b>	<b>1,000</b>	<b>100%</b>
Additional/Extra Credit	Up to 100	Up to 10%

### Grading

Barring unforeseen complications or Compass-related challenges, all assignments will be graded via Compass within two weeks of their submission. It is expected that students regularly check

Compass to verify that their grades are posted. Written assignments will be graded using a rubric. For all assignments, it is expected that students will demonstrate proficiency with grammar and appropriate citations. It is expected that students will have proofread their assignments; therefore, grammatical and/or mathematical errors will result in the loss of points.

### Grading Scale

Letter	Points	Percentage	Letter	Points	Percentage	Letter	Points	Percentage
A+	975-1,000	98-100	C+	775-794	78-79	F	0-594	0-59
A	935-974	94-97	C	735-774	74-77			
A-	895-934	90-93	C-	695-734	70-73			
B+	875-894	88-89	D+	675-694	68-69			
B	835-874	84-87	D	635-674	64-67			
B-	795-834	80-83	D-	595-634	60-63			

### Make-ups and late assignments

There will be no scheduled make-up assignments. Missing a scheduled assignment due to an acceptable excuse (e.g., illness, family emergency, university conflict) will result in another assignment being given. Every effort should be made (e.g., email, voicemail, message with the RST office) to notify the instructor at least 24 hours in advance. Be prepared to show documentation (i.e., letter from the Emergency Dean) for missing the assignment.

Documentation is needed for the assignment to be graded and recorded. Late assignments are penalized at the rate of 10% per day (including week-end days). Unless otherwise stated, all assignments given in this class should be completed individually.

### Extra Credit

Students will have several opportunities to earn additional credit in this course. Extra-credit opportunities may earn the student up to 100 points (10% of the course grade).

### ACADEMIC INTEGRITY

**Academic integrity** is the pursuit of scholarly and creative activity in an open, honest, and responsible manner, free from fraud and deception. Plagiarism or other forms of academic dishonesty will result in penalties according to Section 4, Article 1 of the Code of Policies and Regulations Applying to All Students (<http://www.admin.uiuc.edu/policy/code>). Students who do not understand relevant definitions of academic infractions contained in Section 4, Article 1 must contact one of the instructors for further explanation during the first week of class.

It is expected that students have a familiarity with the University's Code of Policies and Regulations Applying to All Students (hereafter referred to as the Code), and that they will govern their conduct accordingly. Infractions of the Code are viewed as serious, and will be the cause for referral for disciplinary action. You may view the Code online at:

<http://admin.illinois.edu/plocy/code/index.html>.

All student coursework will be subject to plagiarizing-detection software ('SafeAssign'). Academic misconduct matters will be dealt with using the Faculty Academic Integrity Reporting System (FAIR).

### **ATTENDANCE AND TIMELINESS**

At UIUC, attendance is expected. Course concepts build upon each other. Therefore, missing a class impacts your abilities to follow along in future classes. This also negatively impacts other students in the course. Attendance in the class will mirror standard practices in the business environment.

"Punctuality is the courtesy of kings." Never be late, and strive to be early. Being on time means that you will be inside the classroom/class meeting space at least 5mins prior to class time.

### **CONDUCT**

RST faculty expects that all students be fully engaged with classroom activities and presentations, thereby contributing to a climate of engagement throughout the class. Thus, using a cell phone, working on assignments for other courses, reading newspapers or books, doing email, surfing the internet, playing computer games, or sleeping are unacceptable. Any student who engages in behaviors, such as these, which are inconsistent with full engagement in class activities, will be addressed by the instructor directly.

All communication with the instructor, teaching assistant, and other students should be considered practice for professional development. Be polite, courteous, and succinct in every communication. In general, students can expect to receive responses to email within 48 hours.

### **ACADEMIC ACCOMMODATIONS AND ADJUSTMENTS**

Your success as a student is of the utmost importance to me. If you require special learning accommodations for this class, you are advised to contact me and the Division of Disability Resources and Educational Services (DRES) as soon as possible. In accordance with the American with Disabilities Act (<http://www.ada.gov/>) and the Student Code (<http://admin.illinois.edu/policy/code/>), I will make reasonable accommodations for all students with disabilities who request these services. As noted in the Student Code (Article 1, Part 1, § 1-110b):

*In general, it is the responsibility of students to make their status as a person with a disability and their need for accommodations known. All requests for reasonable accommodations should be directed to the DRES Student Services Office (333-4603 or [disability@uiuc.edu](mailto:disability@uiuc.edu)). The determination of reasonable accommodations will be based upon an individual student's needs. Academic accommodations shall be developed in consultation with the faculty member for whose course the accommodations are sought.*

To contact DRES, you may visit 1207 S. Oak Street, Champaign, IL, Call 333-44603 (V/TDD), or email a message to: [disability@uiuc.edu](mailto:disability@uiuc.edu). Students are also reminded that academic adjustments may be possible for temporary disabilities (broken hand, visual impairment, etc.).

**RST 393 – Culture & Behavior of Chinese Tourists in the U.S.**  
**Fall 2015**  
Tentative Course Schedule\*

Date	Topic	Readings	Assignments due	Observations
Monday, Aug. 24				
Monday, Sep. 7	LABOR DAY – No classes			
Monday, Sep. 14				
Monday, Sep. 28				
Monday, Oct. 12				
Monday, Oct. 26				
Monday, Nov. 9				
Monday, Nov. 16				
Monday, Nov. 30				
Monday, Dec. 7				

## Appendix A: References

### BIBLIOGRAPHY

Required Readings (available on compass or at the [UIUC Library](#))

Lew, A. A., Yu, L., Ap, J., & Guangrui, Z. (Eds.). *Tourism in China*. New York: Haworth.

Pearce, P. L. (2014). Tourism motivations and decision making. In A. A. Lew, C. M. Hall, & A. M. Williams (Eds.), *The Wiley-Blackwell companion to tourism* (pp. 45-54). New York: Wiley & Sons.

Prosser, R. (2012). Tourism. (encyclopedia entry). In R. Chadwick (Ed.), *Encyclopedia of applied ethics* (2<sup>nd</sup> ed.) (pp. 386-406). San Diego, CA: Academic Press.

Reisinger, Y. (2009). *Cross-cultural behaviour in tourism* (pp. 3-29). New York: Butterworth-Heinemann.

## Appendix B: EMERGENCY PLANNING AND PREPAREDNESS

In an emergency in this building, we'll have three choices: **RUN** (get out), **HIDE** (find a safe place to stay inside), or **FIGHT** (with anything available to increase our odds for survival).

First, take a few minutes this week and learn the different ways to leave this building. If there's ever a fire alarm or something like that, you'll know how to get out, and you'll be able to help others get out too.

Second, if there's severe weather and leaving isn't a good option, go to a low level in the middle of the building, away from windows.

If there's a security threat, such as an active shooter, we'll **RUN** out of the building if we can do it safely or we will **HIDE** by finding a safe place where the threat cannot see us. We will lock or barricade the door and we will be as quiet as possible, which includes placing our cell phones on silent. We will not leave our area of safety until we receive an Illini-Alert that advises us it is safe to do so. If we cannot run out of the building safely or we cannot find a place to hide, we must be prepared to fight with anything we have available in order to survive. **Remember, RUN away or HIDE if you can, FIGHT if you have no other option.**

Finally, if you sign up for emergency text messages at [emergency.illinois.edu](http://emergency.illinois.edu), you'll receive information from the police and administration during these types of situations.

If you have any questions, go to [police.illinois.edu](http://police.illinois.edu), or call [217-333-1216](tel:217-333-1216).

The floor plans for the building wherein our classroom is located (Huff Hall) can be found here: <http://police.illinois.edu/emergencyplanning/floorplans/u0058.pdf>