Welcome to GEO/STH 331 Sustainable Tourism and Transportation. Much of GEO/STH 331 will focus on the interface of tourism with transportation. Nowhere is this more dramatically illustrated than on Maho Beach in St. Maarten in the Caribbean where the International Airport is located right next to a major resort development. Believe it or not, this is not a photo-shopped picture. Scroll down to the bottom of the syllabus to see an aerial view of the geography of the airport and the resort.

Regarding my own geography, you can find me in Room 229 of the Graham Building at UNCG or you can contact me at:

Professor: Dr. Keith Debbage, 229 Graham, (Tel: 334-3911) for Email: kgdebbag@uncg.edu. Check out my website at: https://www.uncg.edu/~kgdebbag/

Office Hours: By appointment

Textbook: Canvas Readings

Course Description, Goals, and Expected Outcomes:

This course is designed to analyze the development of the tourism industry and transportation as the key link that connects tourist generating regions with destinations while also contributing to a more geographically-informed understanding of one of the most rapidly growing--and misleadingly stereotyped--sectors of the world economy. An emphasis will be placed on sustainable models of tourist development and the
economic geography of the cruise ship and airline industry. A tourist systems approach will be adopted to systematically investigate how a spatial perspective can contribute to the effective planning and management of sustainable tourism and transportation. Students with interests in tourism and resort development, the cruise ship, and airline industry will find GEO/STH 331 most useful.

**Examination and Grading:**

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**Attendance:**

Regular class attendance is a responsibility and a privilege of university education. Students should recognize the advantages of regular class attendance which is fundamental to the orderly acquisition of knowledge. Regularly attending students invariably achieve superior grades relative to less frequently attending students.

**Classroom Procedure:**

All exams must be taken at the scheduled times and make-ups will only be given under exceptional circumstances. The project must be turned in at the BEGINNING of the class period on the due date otherwise a GRADE of ZERO will be assigned. Furthermore, students are responsible for various reading assignments available through Canvas (click on "Files" to access the pdf files).

**Issues to think about:** What do tourism geographers do? Do tourism geographers get jobs? What is tourism? What do we mean when we say tourism is an ‘invisible industry’? When is a tourist, a tourist? How important is tourism as an industry? Globally? Nationally? In North Carolina? Can tourism contain the seeds of its own destruction in certain resorts like Cancun and Dubai? Are cruise ships becoming “floating resorts”? How does the airline industry manipulate the international geography of origin-destination tourist flows? What is an airline hub-and-spoke network? How will the A380 double-decker jumbo jet change worldwide tourism markets? How did 9/11 impact tourism and the airline industry? Why is the ‘freedom of the skies’ so important in the international airline industry? How are tourism and the international airline industry influenced by aviation bi-laterals and strategic alliance networks? What is Star and OneWorld?
January
9  Introduction: Overall Themes, What is Tourism Geography?
11  Definition of Tourism I: Unusual Development Implications and Sustainability?
   (Reading #1: Smith 1988 – Defining Tourism)
16  Definition of Tourism II: Linkage Concept and NAICS code
18  Defining a Tourist
23  Leisure, Recreation and Tourism Interrelationships
25  The Tourism Systems Model and Transportation
30  Evolution of Mass Tourism and Sustainability I: Grand Tour and Industrial Revolution

February
1  Evolution of Mass Tourism and Sustainability II: Jet Engines and Scale Economies
6  Sustainable Models of Tourism Development I: Tourist Typologies
   (Reading #2: Cohen 1972 – Tourist Typologies)
8  FIRST EXAM
13  Sustainable Models of Tourism Development II: Tourist Typologies
   (Reading #3: Plog 1974 – Tourist Typologies)
15  Sustainable Models of Tourism Development III: Resort Cycle Model
   (Reading #4: Butler 1980 – Resort Cycle)
20  Cruise Ship Industry: Economic Geography
   (Reading #5: Weaver 2005 – Super-Sized Cruise Ships)
22  Cruise Ship Industry: Contemporary Trends and Green Issues
27  Airline Industry: Historical Evolution I

March
1  Airline Industry: Historical Evolution II

Spring Break
13 U.S. Airline Regulatory Authorities: CAB, FAA, DOT and Regulating Carbon Emissions
15 Airline Classification: Scheduled v. Charter Airlines
20 U.S. Airline Deregulation I: Theory of Contestable Markets
   (Reading #6a: Debbage 2005 – Airline Deregulation p.28-37)
22 U.S. Airline Deregulation II: Low-Fare Carriers and Mergers/Acquisitions
27 SECOND EXAM
29 U.S. Airline Deregulation III: Oligopoly and Airline Hubs – How Sustainable?

April
3 Airline Rationalization and Bankruptcies: Kuwait, Post 9/11, Iraq and Jet-fuel Prices – Limits to Growth
   (Reading #7: Standard and Poor 2010 – Airline Industry Survey: Current Environment & Industry Trends)
5 Advent of Global Distribution Systems (GDS)
10 International Airline Industry I: Economic Magnitude and Regulatory Authorities
   (IATA & ICAO)
   (Reading #8: Air Transport World 2008 – World Airline Report)
12 International Airline Industry II: Bi-laterals and ‘Freedom of the Skies’ (PROJECT DUE)
17 International Airline Industry III: Strategic Alliance Networks and Limits to Growth
   (Reading #6b: Debbage 2005 – E.U. Liberalization and Strategic Alliances p.37-45)
19 International Airline Industry IV: U.S. – E.U. Transatlantic Common Aviation Area
24 THIRD EXAM

The view below gives you a better idea of the proximity of Maho Beach located at the bottom of the picture to the St Maarten International Airport runway. Notice how close the resort development in the bottom left is to the airport. Do you want to really experience what it is like to sit on Maho Beach as a wide-bodied jet approaches? Click on the YouTube link below the photograph.
Below is the YouTube link of a St Maarten KLM Boeing 747 landing. KLM is the national airlines of the Netherlands, and the Boeing 747 Jumbo Jet is the most popular wide-bodied aircraft in the industry and the backbone of international tourism by air. Pause the video as it crosses over the beach to get an idea of how close the aircraft comes to the beach tourists. Notice the mountainous terrain at the end of the runway making it difficult to pull-up if the flight approach goes wrong. Geography matters!

https://www.youtube.com/watch?v=5CIU0F62og4