

PUR4243 - Travel and Tourism PR – Fall 2022

Course number: 28183
Thursdays, 8:30 - 9:20 a.m. on Zoom
Prerequisite: PUR3000 with a C or better

Instructors: Craig Dezern and Rena Langley
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Virtual Office Hours: By Appointment

Required Texts

There are no required textbooks for this class. Reading assignments will be provided through Canvas. Some requirements are listed below, but the instructors may assign additional reading assignments through Canvas each week.

Course Description

Travel and Tourism PR

The purpose of Industry Perspectives is to provide insight into a particular industry topic area or focus within public relations. This course focuses on how world-class travel and tourism brands rely on PR to deliver strategic communications that enhance and protect corporate reputation, drive the business, and engage and inspire employees – from buzzworthy consumer PR to the latest approach to social responsibility comms to reaching a distributed workforce with critical information.

Upon completing this course, students will:

- Better understand the broad world of travel tourism and the importance of Public Relations and Public Affairs in the industry.
- Develop basic business acumen and how to relate that to their role as strategic communicators.
- Learn about the types of issues businesses in the travel industry may face and how the field of communications supports the business in difficult times.
- Learn about how to drive business through strategic communications efforts.
- Develop a better understanding of the importance of stakeholder and industry relations in the travel tourism world.
- Develop a basic understanding of the complexities of working in different markets around the world, new market entry and targeted communications.
- Understand the changing dynamic of the role of traditional media versus social media and influencers in the tourism industry.

- Learn the basics of corporate social responsibility and ESG (environmental, social and governance) and issues management
- Identify the key partners for successful Travel and Tourism communications.
- Develop a deeper understanding of employee engagement and internal communications.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

Key Course Policies

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended

individual sickness; however, you need to notify me before the deadline is missed, not after the fact.

Attendance:

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go [here](#).

University Honesty Policy:

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Students Requiring Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations [here](#). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students [here](#).

Grading will be established based on the following:

Attendance and Active Participation: 25%

- Attendance and active participation are mandatory. Cameras must be on throughout all classes. Students will be expected to participate in various interactive exercises and to be always engaged unless cleared in advance with the professor.

We plan to bring a series of leading industry executives and experts to classes throughout the semester and recommend that you make it a practice to look them up on LinkedIn prior to the class to better inform your participation. Additionally, many classes have reading assignments that will enrich our discussion and should be completed prior to class.

Each absence after the drop/add period will result in reduction in the grade for attendance. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences (please note: more than two unexcused absences during the semester will be considered “excessive absences.”

You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Individual Assignments: 25%

- Individual assignments will provide an opportunity for you to explore various aspects of the Travel Tourism arena of Public Relations.

Final Project: 50%

- The development of an integrated communication plan for an agreed-upon public relations challenge will be the final project. The project will be clearly outlined and will include various communications elements including:

- Objective
- Strategy
- Internal tactics
- External tactics
- Stakeholder engagement planning
- Corporate Citizenship / Government Relations planning
- Measurement: What will success will look like for the campaign? What metrics will be employed?

Grading follows current [UF grading policies](#). The grading scale for the course is as follows:

A	94.0 – 100%	C	74.0 – 76.99%
A-	90.0 – 93.99%	C-	70.0 – 73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 – 79.99%	E	below 60%

Tentative Course Schedule*

<p>Week 1 August 25</p>	<p>Course Overview</p> <p>Get to know your instructors and other students and begin to learn about the dynamic world of travel and tourism and the types of communications careers this profession offers. We will also discuss the class, the approach and the final project.</p>
<p>Week 2 September 1</p>	<p>Establishing a narrative: What makes a destination special?</p> <p>We will discuss how to develop your narrative based on the destination itself. We will talk about how to think about everything from dining to experiences to amenities and scenery. Come prepared to talk about your favorite travel destinations and what they have to offer.</p> <p>Our special guest will be Jackie Hutcherson Parker, Communications Manager and host of Shellcast, the official podcast of Fort Myers – Islands, Beaches and Neighborhoods.</p> <p>Reading assignments:</p> <ul style="list-style-type: none"> - Review the Disney Parks Blog Foodie Guide at https://disney Parks.disney.go.com/blog/topics/foodie-guides/ - Learn about vortexes at: https://visitsedona.com/spiritual-wellness/what-is-a-vortex/ - Listen to Shellcast Episode 10: Good Dog Beach at https://www.visitfortmyers.com/shellcast <p>Assignment: Choose a destination that you have visited or want to visit and write a food blog that highlights a unique culinary experience that helps to promote the destination. This is due on September 7 at 11:59 p.m.</p>
<p>Week 3 September 8</p>	<p>Creating New Stories: Driving business through influencers and celebrities.</p>

	<p>We will discuss how to identify and engage with the right influencers to maximize media coverage of a destination or event.</p> <p>Our special guest will be Miguel Piedra, Co-Founder and Managing Partner of RockOrange, an award-winning Miami-based PR agency.</p> <p>Reading Assignment: https://www.travelandleisure.com/travel-tips/celebrity-travel</p> <p>Assignment: Imagine that you are representing the well-established but older travel destination Niagara Falls and that it is in need of a fresh PR approach. What type of influencer or celebrity engagement would you consider for this effort? Write a brief document outlining your approach. This is due on September 14 at 11:59 p.m.</p>
<p>Week 4 September 15</p>	<p>Internal Engagement: Connecting with the tourism workforce Leverage one of the secret weapons of the hospitality industry – the employees -- and keep the workforce motivated at the same time. Our special guest will be Jacquee Wahler, VP, Communications, Walt Disney World Resort.</p> <p>Assignment: Write a reflection (one page or less) about what you learned in today’s class. This is due on Sept. 21 at 11:59 p.m.</p>
<p>Week 5 September 22</p>	<p>International Storytelling: Tapping into audiences around the world</p> <p>Discuss how to learn about different markets around the world to effectively appeal to audiences in various countries.</p> <p>Our special guest will be Dave Coombs, Director, Public Relations, Walt Disney World Resort.</p> <p>Assignment: Write a reflection (one page or less) about what you learned about international travel. What areas of the world might interest you in the future? This is due on September 28.</p>

<p>Week 6 September 29</p>	<p>The Unique World of the Cruise Industry</p> <p>The cruise industry requires tremendous agility. Leaders have to understand international markets, jurisdictions, maritime traditions and so much more. Learn what is involved in this fascinating industry.</p> <p>Our special guest will be Chris Chiames, Chief Communications Officer, Carnival Cruise Line.</p> <p>Assignment: Write a reflection (one page or less) about what you learned and your thoughts about working in this industry. This is due on October 5 at 11:59 p.m.</p>
<p>Week 7 October 6</p>	<p>Travel Trade and Industry Associations</p> <p>Travel associations can be critical partners, providing resources, research and a unified voice for the industry. Learn about how to leverage the resources of the industry and why they are important.</p> <p>Our special guest will be Greg Staley, Senior Vice President, Communications, U.S. Travel Association.</p> <p>Reading: BUSINESS TRAVEL SURVEY – 2022 Q2 U.S. Travel Association / J.D. Power / Tourism Economics https://www.ustravel.org/sites/default/files/2022-06/business_travel_tracker_2022q2_exec_summary-.pdf</p> <p>Press Release: Over Half of Large-Company CEOs Agree That Reducing Business Travel Will Lead to Long-Term Losses https://www.ustravel.org/press/over-half-large-company-ceos-agree-reducing-business-travel-will-lead-long-term-losses</p> <p>Quarterly Business Travel Index shows positive Q3 outlook, but headwinds persist https://www.ustravel.org/press/over-half-large-company-ceos-agree-reducing-business-travel-will-lead-long-term-losses</p> <p>U.S. TRAVEL ASSOCIATION FACT SHEETS: Answer Sheet https://www.ustravel.org/sites/default/files/2022-05/ust-data-master.pdf</p>

	<p>Top Inbound Markets Face Visa Challenges in Visiting the U.S. https://www.ustravel.org/sites/default/files/2022-05/visaprocessing-factsheet.pdf</p> <p>The Impact of Sports on the Travel Industry https://www.ustravel.org/system/files/media_root/document/2019_Sports-Travel_07.11.19.pdf</p> <p>For further reference: U.S. TRAVEL ASSOCIATION WEBSITE: https://www.ustravel.org/</p> <p>Introduce and discuss Final Project. No assignment this week.</p>
<p>Week 8 October 13</p>	<p>Making the News: Using events, stunts and stories to drive coverage</p> <p>Travel PR can fall into a sea of sameness. Events, stunts and creative approaches can help you develop news hooks to drive coverage and make your story stand out.</p> <p>Our special guests will be Tom Coyne, founder and CEO, Coyne PR and Jennifer Kamienski, Executive Vice President, Coyne PR.</p> <p>Assignment: Write a short reflection paper about what you took away from this class. Due on October 19 at 11:59 p.m.</p>
<p>Week 9 October 20</p>	<p>Stakeholder Engagement: Working with your community and region</p> <p>Learn why your brand often needs to be tied to a bigger story. How can you leverage all that the region has to offer while also working with others to build a community that can best support your business?</p> <p>Our special guests will be Jason Lasecki, VP of Corporate Communications, Great Wolf Resorts, and Paul Beirnes, Executive Director – Naples, Marco Island & Everglades Conventions and Visitors Bureau.</p> <p>Assignment: Write an outline that is one page or less about the steps you can take to engage and educate stakeholders in a region so that they</p>

	<p>understand the value of your business and want to work with you. This is due on October 26 at 11:59 p.m.</p>
<p>Week 10 October 27</p>	<p>Perspectives: Understanding the changing dynamic of travel media Learn about how the media has changed over the years and how travel writers think about media content.</p> <p>Our special guest will be Larry Bleiberg, immediate past president of Society of American Travel Writers and eight-time Lowell Thomas Travel Journalism Award winner.</p> <p>Reading: Visit www.larrybleiberg.com and in the section titled Selected Clips, read <i>Take to the Skies in a Vintage Biplane</i> and <i>The Segregated Campground that was a Refuge for Black Travelers</i></p> <p>Assignment: Write a pitch email to a travel journalist about a destination. This is due November 2 at 11:59 pm.</p>
<p>Week 11 November 3</p>	<p>Creating Travel Content with Impact Nothing is more likely to be shared on social channels than travel photos and video. With a sea of user generated content already flooding platforms, how can you make your content stand out? And how can you best work with Social Media influencers?</p> <p>Our special guest will be Jennifer Finley Baker, Ph.D., Sr. Managing Editor, Global Content, Hilton</p> <p>Reading: Visit www.stories.hilton.com prior to class</p> <p>Assignment: Put together an Instagram Carousel showcasing a Gainesville location as a travel destination. Do a six-slide carousel. Have fun with it! Due November 9 at 11:59 p.m.</p>
<p>Week 12 November 10</p>	<p>Crisis Communications in Travel and Tourism A crisis can hit at any time whether it's a global event, a pandemic, an accident or a political issue. Learn how to stay calm and be a leader during a crisis.</p>

	<p>Our special guests will be Kent Landers, Hilton, VP of Corporate Communications, and Betsey Talton, VP, Corporate Communications and PR, Delta Air Lines.</p> <p>No assignment. Work on your final project!</p>
<p>Week 13 November 17</p>	<p>Telling the Story of Luxury Travel</p> <p>Connecting with the right audience for luxury travel is a unique challenge. It takes a skillful blend of special knowledge and artful storytelling to reach the income-qualified travelers who appreciate all that a luxury travel destination has to offer.</p> <p>Our special guest will be Carole Munroe, VP Consumer Communications, Hilton.</p> <p>No assignment. Work on your final project and enjoy your vacation!</p>
<p>Week 14 November 24</p>	<p>November 23 - 26: Thanksgiving break (No Class)</p>
<p>Week 15 December 1</p>	<p>Final Project Due</p> <p>Holiday Mix and Mingle Breakfast – Attendance is optional</p>
<p>Week 16</p>	<p>Classes End: December 7</p> <p>Reading Days: December 8 – 9 (No Class)</p>

Standard UF Policy Information and Links

Software Use:

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy:

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please go [here](#).

In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

Campus Resources:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

Academic Resources:

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).