WINONA STATE UNIVERSITY
(SUMMER 2007)
DEPARTMENT OF GEOSCIENCE & DEPARTMENT OF PHYSICAL EDUCATION AND
RECREATION & DEPARTMENT OF MARKETING

Course Number: GEOS 450, MKTG 450, PER 450
Instructors: Drs. Toby Dogwiler, Eve Caudill, Roger Riley, Cathy Summa
Course Title: GEOS 450, MKTG 450, PER 450 Travel Study in Costa Rica
Credit Hrs: Six (2 credits in each dept, for a total of six credits.)
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1. Description

Travel Study in Costa Rica will focus on student-based field research to assist the municipalities of Playa Dominical and Playa Uvita to develop their natural resources, tourism products, and associated services. Students will engage in the inventorying of natural resources, the gathering of tourism demand and supply data, and the construction of a data base to help local officials make better tourism-related decisions. Prior to the research study, students will be exposed to basic tourism and natural resources development concepts that have applications in Playa Dominical and Playa Uvita. Post-study work will focus on report development and the assessment of other tourism products and services in Costa Rica.

Prerequisites: Permission of the Instructors

2. Course Objectives

7. To observe, gather data on, be exposed to, and understand the various benefits and impacts of tourism on a region or local destination.
8. To identify the constituencies of stockholders and stakeholders that exist when planning and implementing tourist products and services in local or regional settings.
9. To identify and document the status of the natural resources elements that provide the foundation for tourism in the Playa Dominical region
10. To inventory tourism attractions, related natural resources, infrastructure and superstructural resources to understand the “raw materials” that exist before a tourism enterprise is implemented.
11. To estimate the demand trajectory for the Playa Dominical region.
12. To identify components of service necessary for visitor satisfaction and attraction.

3. Course Outline

PRE-TRIP ORIENTATION SESSIONS
(4-5, two hour evening sessions)

Session 1

A) Concepts in Regional Tourism Development
   a) Tourism Destination Lifecycle Model
   b) Miossec Model - regional development
   c) Travel Personalities
   d) Irridx or Irritation Index
   e) Critical Mass Concept/Gravity Model
   e) Seasonality

B) Impacts of Tourism (Positive)
   Revival of local/indigenous cultural arts

Butler, R.W. – original article
Pearce, D – Miossec Model
Plog, S. - Leisure Travel
Doxey, G. V. Proceedings of Sixth Annual TRA Conference
Van Doren, C. Butler, R. In Tourism: The State of the Art.
Mathieson & Wall