**Pre-Departure Project (25%)**

***Due on Sunday, May 28th by the end of the day (11:59pm, EST) and is to be posted to uLearn***

**Objective:** To gain a greater understanding of an international location, including the social, cultural, political, legal, and economic forces associated with and their impact on tourism.

This assignment will have two focuses (submitted together). Each student will select and then research and write about a unique country of the European Continent or Mediterranean area. Countries will be selected on a first-come, first-serve basis.

Additionally, each student will be assigned a unique Provence or area of Italy and will focus on more local tourism efforts from both a national (Italy) and/or international perspective.

**Requirements:**

* Prepare a research paper for your selected country and assigned Province/area (approximate length should be approximately 13-20 pages, plus cover, pictures, and references)
  + Paper must be submitted through the assignment section in uLearn, which will include submission through TurnItIn and an assignment submission link.
  + Your paper should demonstrate college-level writing skills and be completed using MLA (or APA) formatting.
    - Each requirement should be clearly identified as a subheading (see requirements in grading rubric).
    - Include a cover page *(please do not use the MLA page 1 header)*
    - Paper should use a standard, professional font style and size throughout
    - Paper should be double spaced throughout
  + All references used should be properly cited and come from reputable sources (Wikipedia and ask.com are not reputable sources…and should never be used).
    - You should seek out the specific country and province/area’s tourism (visitor’s) website/s as a primary source.
    - You can also use tourism and tour books found at any bookstore for easy reference, including: Rick Steve’s (he also hosts a vast website with free resources), Frommer’s Guides, DK Eyewitness Travel Books, and Fodor’s Guidebooks.
  + You may also find the following sites helpful:
    - [**The United Nations**](http://www.un.org/)
    - [**The Economist**](http://www.economist.com/)
    - [**The Economist, Intelligence Unit (Market Info)**](http://www.eiu.com/)
    - [**US State Department (Travel Info)**](https://travel.state.gov/content/passports/en/country.html)
    - [**UN Conf on Trade and Development**](http://unctad.org/en/Pages/Home.aspx)
    - [**The World Bank**](http://data.worldbank.org/country)
  + The following JWU Library Databases may also be beneficial:
    - [**Global Road Warrior**](http://0-www.globalroadwarrior.com.helin.uri.edu/directclient_index2.asp?c=jwu)(All Campuses)   
      Information on 175 countries & their cultures!  Country geo-stats & facts, money & banking, business culture with advice for businesswomen, travel documents, points of interest, plus photos and maps.
    - [**Richard K. Miller’s Marketing Research Handbooks**](http://0-www.rkma.com.helin.uri.edu/jwu/) (All Campuses)  
      In-depth industry information in such fields as Consumer Behavior & Marketing, Energy, Carbon Reduction and “green jobs”, Entertainment/Media & Advertising, Healthcare, Hotels & Resorts, Leisure, Restaurant & Foodservice, Retailing, Sports Marketing, Travel & Tourism.
* You should be prepared to discuss your paper (country and area) and your research during an informal group setting *(no Power Point or Prezi presentations are required).*

**All information and grading requirements for this assignment can be found in the grading rubric that follows:**

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| **GRADING RUBRIC** | | |
| *Requirement* | *Description* | *Point Value* |
| **Chosen Country:** | |  |
| History | Provide key highlights of the country’s history to offer perspective as to the viewpoint of the country today.  *1-2 paragraphs* | 10 pts. |
| Social / Culture | Provide at least two (2) social and / or cultural characteristics of your country? What impact do they have on tourism?  *1-2 paragraphs* | 10 pts. |
| Political | What type of political system does your country operate under? How does this impact tourism?  *1-2 paragraphs* | 10 pts. |
| Legal | Provide at least two (2) legal considerations tourists should be aware of when visiting your country  *1-2 paragraphs* | 10 pts. |
| Economy | What type of monetary system does your country use? Provide a current example of the exchange rate for your country.  *1-2 paragraphs* | 10 pts. |
| Weather | What type of weather conditions should tourists be aware of in regards to your country?  *1-2 paragraphs* | 10 pts. |
| Tourism | What makes your country a unique and/or desirable location for tourism?  What are five (5) primary tourist attractions in your country? Explain.  *2-3 pages* | 5 pts.  10 pts. |
| Metropolitan Locations | Identify and briefly describe the major cities (Metro areas) of the country. How do these areas impact tourism?  *2-3 pages* | 10 pts. |
| Cuisine | What is the main and unique cuisine of the country? What types of food (ingredients and dishes/recipes) and beverages is the country known for (or do they prefer)?  *2-3 pages* | 10 pts. |
| Marketing | Does your country have a marketing tagline or slogan? If so, what is it?  Create a new (and different) tagline for your country.  Provide at least one (1) paragraph explaining who would be a good target market for your country and how you would “sell” your destination. In other words, who would you market to? How? And why?  *2 paragraphs* | 5 pt.  10 pts. |
| Sustainability | What are the sustainability efforts in your country related to tourism (ex: historical site preservation)?  *1-2 paragraphs* | 10 pts. |
|  | **Subtotal** | **120 points** |
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| **Province or area (assigned):** | | |
| Overview | Provide an overview of your province or area, specifically highlighting its unique aspects from that of the country and region of its location.  *1-2 paragraphs* | 15 pts. |
| Tourism | What makes your area a unique and/or desirable location for tourism *(why visit there while in the country)*?  What are three (3) primary (or unique) tourist attractions in your province/area? Explain.  *1-2 pages* | 5 pts.  10 pts. |
| Metropolitan Locations | Identify and briefly describe the major cities (Metro areas) of the province/area. How do these areas impact tourism?  Note: if you only have one metro area, then break the metro area (city) down into sections (I.e. north, south, east, west).  *1-2 pages* | 10 pts. |
| Cuisine | What is the main and unique cuisine of the area or metro area *(be careful to distinguish from other areas)*?  What types of food (ingredients and dishes/recipes) and beverages is the area or metro known for (or prefer)? *Remember distinguish from other areas and country.*  *1-2 pages* | 10 pts. |
| Sustainability | What are the sustainability efforts in your area related to tourism?  (ex: historical site preservation)?  *1-2 paragraphs* | 5 pts. |
|  | **Subtotal** | **55 points** |
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| Professionalism | Adequate spelling and grammar; MLA format | 10 pts. |
| Effort | Adequate research demonstrated (minimum of 5 unique references used); Creative and valuable information supplied; minimum of 5 pictures used (and properly cited) | 15 pts. |
|  | **TOTAL POINTS** | **200 Points** |

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| Discussion | Active participation and knowledge of destination; able to fully explain highlights/summary of information in group setting with minimal reference to notes (I.e. don’t read your paper, but can refer to note cards). | **If not, then minus 20 points *(10%)*** |