

# Jamaica

Short-term Faculty-led Study Away Program • Spring Break • March 16-25, 2012

Course Name: **Jamaica  
Geotourism Experience**

Course Number: **GRY 470**

Credit hours: **2** (undergraduate)

## Course Overview

This program illustrates some of the methods and techniques for collecting and processing field data in Geotourism Geography. During the course, students will evaluate the tourism facilities, programs and environment in **Bluefields Bay, Treasure Beach and Montego Bay**. The program will enable students to:

- Discover and compare potential tourism development opportunities in the three target areas of Jamaica
- Provide a tourism evaluation for a local community and offer recommendations for tourism improvement and development
- Experience nature-based tourism
- Observe grassroots tourism initiatives
- Evaluate destinations based on Geotourism concepts
- Be immersed in a tourism experience outside of the mass tourism market normally experienced in Jamaica
- Interact with local community leaders and local citizens, experiencing another culture and heritage
- Compare and contrast the rural, less developed tourism experience with the mass market tourism for which Jamaica is predominantly known

## Estimated Cost: \$1,500

**Includes:** All transportation, tour guide and program activity fees in Jamaica; breakfasts & dinners; Study Away student fee, including International Student Identity Card. Separated costs not available.

**Excludes:** MSU tuition for 2 hours of undergraduate credit; passport fees; roundtrip airfare from Springfield to Montego Bay (est. \$1,100); lunches; misc. personal expenses.

**Nonrefundable deposit due with Program Application by Jan. 20, 2012:** \$225 (will be billed to your student account)

**Balance due by Feb. 10, 2012:** \$1,275

## Voucher Eligibility & Financial Aid

If you entered MSU as a freshman in 2009 or 2010, you may use the **Study Away \$500 voucher**. Students who receive financial aid through MSU may apply that aid to the program, if eligible. Contact the Office of Financial Aid at 836-5262 for more information.



**Missouri  
State**  
UNIVERSITY

An EO/AA Institution

Information Meeting:  
**Fri., Feb. 10, 2012** (time & location TBA)

Pre-Travel Class Meeting:  
**Fri., March 9, 2012** (time & location TBA)

Depart Springfield for Montego Bay, Jamaica:  
**Fri., March 16, 2012**

Depart Montego Bay for Springfield:  
**Sun., March 25, 2012**

## Interested in going?

Contact one of the Program Directors,  
Dept. of Geography, Geology and Planning:  
Linnea Iantria - [liantria@missouristate.edu](mailto:liantria@missouristate.edu)  
or 836-4486

Dr. Robert Pavlowsky - [bobpavlowsky@missouristate.edu](mailto:bobpavlowsky@missouristate.edu)  
or 836-8473

# Study Away!

**Missouri State University Study Away Programs**  
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## Course Objectives & Activities

This course will teach students the components necessary to conduct evaluations of tourism destinations and their economic and environmental impact on the destination. The research focuses on the geography of the Bluefields Bay and Treasure Beach areas of Jamaica, and compares and contrasts their Geotourism initiatives with the more urban initiatives in Montego Bay.

Through field tours in the area, students will explore topics such as culture, heritage, politics, planning, historical development of trade and community, tourism facilities, potential sources of tourism and physical geography. The course also will examine tourism planning and development from a grassroots initiative perspective.

We will spend three nights in each of the target areas, which will allow visits to nature-based tourism destinations and accommodation facilities. In addition, there will be excursions on Bluefields Bay, where MSU's Ozarks Environmental and Water Resources Institute has been working on environmental studies of the river and bay.

## Course Schedule & Itinerary

**Fri., March 16:** Fly to **Montego Bay**, where the group will meet and stay overnight.

**Sat, March 17:** Hotel buffet breakfast; transfer to **Bluefields Bay**, where we will stay 3 nights at Sunset Cottages; afternoon tour of Bluefields Bay; dinner at Cottages with local cuisine prepared by local cooks.

**Sun., March 18:** Prepared breakfast; morning **hiking and birding tour**; afternoon **community tour**, including lunch at locally-owned restaurant; dinner at Cottages.

**Mon., March 19:** Prepared breakfast; morning tour of **Sandals Whitehouse Resort** with emphasis on sustainable initiatives; afternoon tour of local **community tourism initiatives**; dinner at Cottages.

**Tues., March 20:** Prepared breakfast; morning departure for **YS Falls** with time for swimming and hiking; afternoon tour of **Black River** and **Great Morass**. Spend 3 nights at Jake's Resort in **Treasure Beach**, about 40 miles east of Bluefields. Dinner at home of owner of hotel and president of local community group.

**Wed, March 21:** Prepared breakfast; morning departure for **tour of Treasure Beach and tourism initiatives**, including **BREDS Treasure Beach Foundation** office; afternoon tour and dinner at Jake's Resort.

**Thurs., March 22:** Prepared breakfast; morning **tour of Treasure Beach area** and visit to agricultural areas developing **agri-tourism programs**; afternoon visit to **Mocho**; dinner at Little Ochi.

**Fri., March 23:** Prepared breakfast; morning departure through the center of Jamaica to visit **Cockpit country, Appleton Estate** and **old plantation houses**; arrive in **Montego Bay** in late afternoon; evening free. Spend 2 nights here.

**Sat., March 24:** Hotel buffet breakfast; free day for sightseeing, shopping, swimming or relaxing; evening dinner with entertainment.

**Sun., March 25:** Hotel buffet breakfast; depart for **Springfield**.

## Course Credit & Requirements

Students who successfully complete this program will receive **2 hours** of undergraduate credit. Grading will be pass/fail.

### Assessment of Learning

Evaluation will be based on the following measures:

- **Field Activities:** While in Jamaica, one major field exercise and several mini field assignments will be conducted. Prior to each field trip, students will be given a task that must be completed and handed in the following day. The nature of each assignment will vary according to the topic of the field trip. A total of three mini field trip assignments (at least one of which will be a group assignment) plus one major field activity must be completed by each student.
- **Presentation:** While in Jamaica, each student is expected to give a short presentation of a relevant geographical or cultural experience.
- **Log:** At the end of the study tour, each student is expected to turn in a detailed journal relating to all the field trips. The journal should not just list the events of the day and the places visited; rather, students should reflect on how the topics that were studied relate to the concept of tourism development and sustainability.
- **Active Participation:** All students are expected to complete all assigned readings prior to the class period and to actively participate in class discussions.

**Required Texts:** No textbook is required for this course, but students will read provided handouts, including journal articles.

## Application & Payment Procedures:

This course satisfies the week-long, off-campus field trip requirement for Geography majors as part of their degree program.

For the purposes of this particular field course, the prerequisite geography classes for non-Geography majors will be waived.

Any Missouri State University student who is approved by the Program Directors may apply. Instructions are included on program application.

A **non-refundable deposit of \$225** will be billed to your student account upon application (due by **Jan. 20, 2012**). The balance of the program cost (**\$1,275**) will be billed to your account on **Feb. 10, 2012**.

The published program cost is based on rates in effect on the publication date of this flyer and may be subject to change.

**Program participants agree to a potential increase of up to 10% in the program fee if costs increase before or during travel.**

## Cancellation & Refund Policies:

- Students who withdraw prior to **Feb. 3, 2012** will receive a refund of fees paid, less the \$300 deposit and any non-refundable purchases made on his/her behalf.
- If a student is forced to withdraw after **Feb. 3, 2012** for a bona fide medical reason, s/he will receive a refund of fees paid, less the \$300 deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after **Feb. 3, 2012**, or withdrawing due to medical reasons not protected under the fees refund policy, receive no refund.
- Once the program has started, students withdrawing receive no refund under any circumstances.
- All notifications of withdrawal must be made in writing and sent to the Program Directors and to Elizabeth Strong at the Study Away Office, Jim D. Morris Center, Suite 403. **Non-payment of fees does not guarantee automatic withdrawal.**
- Students must submit complete transportation plans to travel to Jamaica (including airline, flight numbers and routings) no later than **March 2, 2012**.
- The program will be cancelled if enrollment is fewer than 10 participants. In this event, students will receive a full refund.