

## **COURSE OUTLINE** **Tourism Topics**

### **Course Description**

HM 118. Tourism Topics. 3 hours credit. This course will enable the student to appraise the components of the tourism industry. The student will be introduced to the basic concepts, tools, and techniques of tourism management as well as the effects of tourism on society, and current developments in the field.

### **Course Relevance**

The principles learned in this course will allow students to have a basic understanding of tourism, tourism management, and the impact tourism has on local, state, national and international economies. It is important for the student to think analytically and critically regarding current tourism issues and the variety of tourism entities.

### **Required Materials**

Goeldner, C., Ritchie, J.R., (2006). *Tourism: principles, practices, philosophies* (10<sup>th</sup> ed.). New York, NY: John Wiley & Sons Inc.

### **Learning Outcomes**

The intention is for the student to be able to:

1. Use a tourism vocabulary
2. Develop a personal philosophy of travel as a factor in life's enrichment
3. Discuss travel history, policy, future prospects and problems in the industry
4. Demonstrate the basic tourism marketing principles
5. Identify the variety of tourism specialty businesses

### **Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course**

Through the student's involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
  - The student will develop critical thinking and analytical skills through written assignments and other activities conducted in class.
2. Internet Use
  - Through navigating the internet, the student will find and evaluate tourism businesses that impact local, state, regional, national, and international economies.

Secondary skills (developed but not documented):

Reading  
Writing  
Computer Literacy

Problem Solving  
Listening

### **Major Summative Assessment Task(s)**

These learning outcomes and the primary Learning PACT skills will be demonstrated by:

1. Compiling a portfolio of written assignments which demonstrates the analysis of tourism and its impact on the economy

### **Course Content**

- I. Themes – Key recurring concepts that run throughout this course:
  - A. Economic impact of tourism
  - B. Variety of tourism businesses
  - C. Social responsibility of tourism
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Social impact of tourism
  - B. Community support of tourism
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Awareness of tourism economic impact
  - B. Understanding the continual need to maintain community support
  - C. Ongoing need to evaluate social responsibility of tourism
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
  - A. Recognize indicators of tourism's social and cultural impact, both positive and negative
  - B. Explain the technique for estimating tourism demand as the basis for planning
  - C. Explain the proper steps in planning for tourism
  - D. Describe how to measure tourism's economic contribution to a state or area
  - E. Describe how to formulate tourism policy in a local, regional, national, or international organization

### **Learning Units**

- I. Tourism overview
  - A. Tourism perspective
  - B. Tourism through the ages
  - C. Career opportunities
- II. How tourism is organized
  - A. World, national, regional and other organizations
  - B. Passenger transportation
  - C. Hospitality and related services
  - D. Organizations in the distribution process
  - E. Attractions, entertainment, recreation and other
- III. Understanding travel behavior
  - A. Motivation for pleasure travel

- B. Cultural and international tourism for life's enrichment
- C. Sociology of tourism

IV. Tourism supply, demand, policy, planning and development

- A. Tourism components and supply
- B. Measuring and forecasting demand
- C. Tourism economic impact
- D. Tourism policy
- E. Tourism planning
- F. Tourism and the environment

V. Essentials of tourism research and marketing

- A. Travel and tourism research
- B. Tourism marketing
- C. Tourism prospects

**Learning Activities**

Learning activities will be geared toward achieving the intended course outcomes through lecture, instructor-led class discussion, textbook reading assignments, and internet assignments.

**Grade Determination**

The student will be graded on the assessment tasks, examinations, written assignments, quizzes and other methods of evaluation at the discretion of the instructor.