Pellissippi State Community College  
Master Syllabus  

TOURISM AND TRAVEL  
HSP 2230

Class Hours: 3.0  
Credit Hours: 3.0
Laboratory Hours: 0  
Revised: July 12, 2016

Catalog Course Description:
This course examines the modes of travel and accommodations, travel behavior, the sociology of tourism, tourism components and supply, and tourism marketing and research. Destination geography and attractions are also explored.

Prerequisites:  
HSP 1200 - Introduction to Hospitality

Textbooks and Other Class Materials:  

I. Week/Chapter/Topic:

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<th>Week</th>
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<tr>
<td>1</td>
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<td>Dimensions of Travel and Tourism</td>
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<td>2</td>
<td>An Economic Overview of Travel and Tourism</td>
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<td>2</td>
<td>3</td>
<td>Psychology of Travel: Motivations and Segment Characteristics</td>
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<td>Sustainable Tourism Development: Tomorrow’s Challenge Today</td>
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<td>3</td>
<td>5</td>
<td>The Airline Industry</td>
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<td>Railroads, Motorcoach, and Car Rental Industries</td>
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<td>4</td>
<td>7</td>
<td>The Cruise Line Industry</td>
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<td>5</td>
<td>8</td>
<td>Amusement Parks and Other Major Attractions</td>
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<td>The Gaming Industry</td>
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<td>6</td>
<td>10</td>
<td>The Lodging Industry</td>
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<td>11</td>
<td>The Food Service Industry</td>
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<td>7</td>
<td>12</td>
<td>Conventions and Meetings</td>
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<td>13</td>
<td>Travel Agents and Tour Operators</td>
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<td>8</td>
<td>14</td>
<td>Distribution Channels</td>
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II. Course Goals:

This course will:

A. Guide students to achieve a personal philosophy of tourism as a factor in life’s enrichment. (I, IV, VI, VIII)

B. Promote students to acquire an adequate tourism vocabulary. (I, IV, VI, VIII)

C. Expand student understanding of tourism practices as major world-wide cultural, social, and economic forces. (I, II, VIII)

D. Expand student knowledge so they can identify a possible career in this field. (I, II, IV, VII)

E. Enhance student knowledge about travel history, policy, future prospects and problems in the industry, especially the need for sustainable, environmentally sound development. (I, II, VIII)

F. Guide students to recognize the importance of travel research and its benefits. (I, II, III, V, VIII)

G. Expand student understanding of basic tourism marketing principles. (I, III, V, VII)

H. Expand student knowledge so he or she can appreciate international tourism’s potential. (I, II, VI, VII)

I. Extend student knowledge to be able to measure economic impact of tourism. (I, II, V, VI, VII, VIII)

J. Foster student understanding of destination choice perspectives as required of travel professionals. (I, II, VI, VII, VIII)

K. Build students ability to demonstrate an understanding of ecotourism and its place in the tourism industry. (II, III, VII, VIII)

L. Expand student knowledge to be able to understand the concept of tourism development. (I, V, VI, VIII).

III. Expected Student Learning Outcomes:

The student should be able to:

1. Evaluate indicators of tourism’s social and cultural impact, both positive and negative. (A, B, D, E, F, K)
2. Identify favorable destinations throughout the world. (B, E, F, G, I, J)
3. Evaluate potential travelers on the basis of demographics and psychographics. (A, B, C, E, I)
4. Evaluate tourist destinations in terms of cultural, social, and economic potential for both the location and the traveler. (A, B, D, E, F, G)
5. Estimate tourism demand as the basis for planning. (A, E, F, G)
6. Utilize proper steps in planning for tourism. (A, B, C, E, F, J, K)
7. Match supply components with present and future demand estimates. (A, F, G)
8. Market travel and accommodations with emphasis on consumer orientation and an effective distribution system. (A, F, G, I, K)
9. Measure tourism’s economic contribution to a state or area by formulating and implementing tourism research. (A, C, F, H)
10. Formulate tourism policy in a local, regional, national or international organization. (A, B, C, E, H, I, J)
11. Predict future travel trends by means of statistical analysis. (E, F)
12. Understand the import-export relationship of international tourism with respect to the host country. (A, B, D, G)
13. Identify the multiple customers involved with tourism (B, E, G, I)
14. Identify the various related career fields involved with tourism. (A, C, G)

IV. Evaluation:

A. Testing Procedures: 80% of grade
   Students are evaluated primarily on the basis of tests. A minimum of three exams must be given. Tests account for 80 percent of the final grade.

B. Laboratory Expectations: N/A

C. Field Work: 10% of grade
   Students will be responsible for two written reports. The first report will require library research for the purpose of identifying and evaluating destinations in the regional area. The second will require the visitation of a tourism department or development company for the purpose of interviewing a tourism planning professional.

D. Other Evaluation Methods: 10% of grade
   Class participation, group work, and homework will also comprise the final grade for the course. Each instructor must provide full details the first week of class via a syllabus supplement. These requirements will count for 10% of the semester course grade.

E. Grading Scale:
   The grading scale is as follows:
   92 - 100     A
   89 - 91      B+
   82 - 88      B
   79 - 81      C+
   72 - 78      C
   65 - 71      D
   Below 65     F
V. Policies:

A. Attendance Policy:
Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:
Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for Disabilities:
Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services (http://www.pstcc.edu/sswd/) may be contacted via email or by visiting Alexander 130.