PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

TOURISM/TRAVEL ADMINISTRATION
HSP 2210

Class Hours: 3.0       Credit Hours: 3.0
Laboratory Hours: 0.0   Revised: Fall 04

NOTE: This course is not designed for transfer credit.

Catalog Course Description:
This course covers modes of travel and accommodations, travel behavior, the sociology of tourism, tourism components and supply, and tourism marketing and research.

Entry Level Standards:
Students must be able to read, write, speak, and reason at the college level.

Prerequisite:
HSP 1200

Textbook(s) and Other Course Materials:

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Tourism in Perspective</td>
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<td>2</td>
<td>Tourism through the Ages; Career Opportunities</td>
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<td>3</td>
<td>World, National, Regional, &amp; Other Organizations; Passenger Transportation</td>
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<td>4</td>
<td>Hospitality and Related Services; Organizations in the Distribution Process</td>
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<td>5</td>
<td>Attractions, Recreation, Entertainment, etc.</td>
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<td>6</td>
<td>Pleasure Travel Motivation</td>
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<td>7</td>
<td>Cultural and International Tourism for Life's Enrichment</td>
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<tr>
<td>8</td>
<td>Sociology of Tourism; Tourism Components &amp; Supply</td>
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<td>9</td>
<td>Measuring and Forecasting Demand, Tourism's Economic Impact</td>
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<tr>
<td>10</td>
<td>Tourism Policy: Structure, Content, &amp; Process</td>
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<td>11</td>
<td>Tourism Planning, Development, and Social Considerations</td>
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<tr>
<td>12</td>
<td>Tourism and the Environment</td>
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<tr>
<td>13</td>
<td>Travel and Tourism Research</td>
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II. Course Objectives*:

A. Achieve a personal philosophy of tourism as a factor in life's enrichment and acquire an adequate tourism vocabulary. I, IV, VI, VIII

B. Understand tourism practices as major world-wide cultural, social, and economic forces. I, II, VIII

C. Identify a possible career in this field. I, II, IV, VII

D. Learn about travel history, policy, future prospects and problems in the industry, especially the need for sustainable environmentally sound development. I, II, VIII

E. Recognize the importance of travel research and its benefits. I, II, III, V, VIII

F. Understand basic tourism marketing principles. I, III, V, VII

G. Appreciate international tourism's potential. I, II, VI, VII

*Roman numerals after course objectives reference goals of the Hospitality program.

III. Instructional Processes*:

Students will:

1. Work as groups to identify, and evaluate local attraction, recreation, and entertainment venues. Group presentations will be required for the end results. Active Learning Strategy, Communication Outcome, Problem Solving and Decision Making Outcome

2. Refine reading and informational literacy skills by researching the Internet to become aware of tourism trends and attractions throughout the world. Information Literacy Outcome, Communication Outcome, Personal Development Outcome

3. Visit a local travel agency for the purpose of learning the varied business strategies employed by each. An individual oral report will be required for this assignment. Active Learning Strategy, Communication Outcome

4. Estimate the projected economic impact of a large-scale tourist event on a specific geographic location. Personal Development Outcome, Numerical Literacy Outcome, Problem Solving and Decision Making Outcome

5. Evaluate the effect of tourism on a specific geographic location in terms of environmental and infrastructure impact. Problem Solving and Decision Making Outcome, Numerical Literacy Outcome

6. Trace the history of tourism from its inception to the present in terms of its origins, leaders, organizations, and modes of transportation. A written report will be required for this assignment. Personal Development Outcome, Communication Outcome, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference TBR’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Evaluate indicators of tourism's social and cultural impact, both positive and negative. A,
2. Identify destinations in various geographical locations. B, E, F, G
3. Evaluate potential travelers on the basis of demographics and psychographics. A, B, C, E
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
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
9. Measure tourism's economic contribution to a state or area by formulating and implementing tourism research. A, C, F
10. Help to formulate tourism policy in a local, regional, national or international organization. A, B, C, E
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
14. Identify the various related career fields involved with tourism. A, C, G

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 45% of grade

Students are evaluated primarily on the basis of tests. A minimum of three exams must be given. Tests account for 45 percent of the final grade.

B. Laboratory Expectations:

N/A

C. Field Work: 45% of grade

Students will be responsible for three written reports. The first 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. The third will comprise a collaborative team effort to assemble a tourism directory for a specified area. These projects will count as 45% of the final grade for the semester.

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:
VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] (Pellissippi State, 2004-2006 Catalog, page 83)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (Pellissippi State, 2004-2006 Catalog, pages 62-63)

C. Accommodations for disabilities:

If you need accommodation because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Privately after class or in the instructor's office.

To request accommodations students must register with Services for Students with Disabilities: Goins 127 or 131, Phone: (865) 539-7153 or (865) 694-6751 Voice/TDD.

D. Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. (Pellissippi State, 2004-2006 Catalog, pages 67-70)