PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

TOURISM AND TRAVEL
HSP 2220

Class Hours: 4.0
Credit Hours: 4.0
Laboratory Hours: 0.0
Revised: Fall 09

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.

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

Prerequisites:
HSP 1200

Textbook(s) and Other Course Materials:


I. Week/Unit/Topic Basis:

<table>
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<th>Week</th>
<th>Topic</th>
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| 1    | **Goeldner Text**  
      | Tourism in Perspective |
| 2    | Career Opportunities  
      | Tourism Organizations |
| 3    | Transportation  
      | Hospitality and Related Services |
| 4    | Chains of Distribution  
      | Attractions, Recreation, Entertainment  
      | Pleasure Travel Motivation |
| 5    | Cultural and International Tourism |
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)

H. Differentiate between the formal geography and destination geography. (I, II, V, VI, VII, VIII)

I. Demonstrate an understanding of geographic skills required of travel professionals. (I, II,
VI, VII, VIII)

J. Demonstrate an understanding of the relationship between climate and weather. (II, III, VII, VIII)

K. Understand the concept of tourism development and the environment. (I, V, VI, VIII).

L. Exhibit knowledge of the history or culture inherent in states and regions of specific geographic locations. (I, II, III, VI, VII, VIII)

M. Demonstrate an ability to design an itinerary to any destination in a specific geographic area. (I, II, III, VI, VII, VIII)

N. Exhibit knowledge of major tourism areas, activities and attractions of specific destinations in various geographic locations. (I, II, VII, VIII)

*Roman numerals after course objectives reference goals of the

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)

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

3. Work in groups to develop an itinerary to a chosen destination in a specific geographic location. (Active Learning Strategy, Communication Outcome)

4. Estimate the projected economic impact of a large-scale tourist event on a specific geographic location. (Mathematics Outcome)

5. Evaluate the effect of tourism on a specific geographic location in terms of environmental and infrastructure impact. (Mathematics 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. (Communication Outcome, Active Learning Strategy)

7. Critique specific geographic locations as destinations for different demographic market segments. (Social/Behavior Sciences Outcome)

*Strategies and outcomes listed after instructional processes reference TBR’s goals for strengthening general education knowledge and skills, connecting course work 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, B, D, E, F)
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:

   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:

   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:

   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:

| Grade | Range | Letter 
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<tbody>
<tr>
<td>A</td>
<td>92 - 100</td>
<td></td>
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<tr>
<td>B+</td>
<td>89 - 91</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>82 - 88</td>
<td></td>
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<tr>
<td>C+</td>
<td>79 - 81</td>
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<tr>
<td>C</td>
<td>72 - 78</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>65 - 71</td>
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<tr>
<td>F</td>
<td>Below 65</td>
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VI. 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 Learning, 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 Learning. (Pellissippi State Online Catalog)

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 Online Catalog)

C. Accommodations for disabilities:

Students who 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 Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 134 or 126 or by phone: 694-6751(Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies:

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 Online Catalog)