PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

TOURISM AND TRAVEL
HSP 2220

Class Hours: 4.0 Credit Hours: 4.0
Laboratory Hours: 0.0 Date Revised: Spring 2011

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. It further examines destination geography and attractions.

Entry Level Standards:

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

Prerequisites:

HSP 1200 - Introduction to Hospitality

Corequisites:

None

Textbook(s) and Other Course Materials:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter</th>
<th>Topic: Goeldner Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Tourism in Perspective</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Tourism in Perspective</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>Career Opportunities</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Tourism Organizations</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>Transportation</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Hospitality and Related Services</td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>Attractions, Recreation, Entertainment</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Chains of Distribution</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Pleasure Travel Motivation</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td>Cultural and International Tourism</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Sociology of Tourism</td>
</tr>
</tbody>
</table>
II. Course Goals*

The course will:

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

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

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

D. 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)

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

F. Expand student understanding of basic tourism marketing principles. (I, III, V, VII)
G. Expand student knowledge so they can appreciate international tourism’s potential. (I, II, VI, VII)

H. Extend student knowledge to be able to differentiate between the formal geography and destination geography. (I, II, V, VI, VII, VIII)

I. Guide students to demonstrate an understanding of geographic skills required of travel professionals. (I, II, VI, VII, VIII)

J. Guide students to be able to demonstrate an understanding of the relationship between climate and weather. (II, III, VII, VIII)

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

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

M. Expand student knowledge to be able to demonstrate an ability to design an itinerary to any destination in a specific geographic area. (I, II, III, VI, VII, VIII)

N. Expand student 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 Hospitality program (Career Program Goals and General Education Goals are listed [http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/](http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/))

### III. Expected Student Learning Outcomes*

Students will 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)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. 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:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 – 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
</table>

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 the Learning Division, 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 the Learning Division.

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 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 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at [www.pstcc.edu/departments/swd/](http://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)*