

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**TOURISM & TRAVEL  
HSP 2230**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: .0**

**Revised: Spring 2014**

**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 and write at the college level.

**Prerequisites:**

HSP 1200

**Textbook(s) and Other Course Materials:**

Biederman, Paul et. al (2008) Travel and Tourism, An Industry Primer. 1<sup>st</sup> Edition, Pearson/Prentice Hall. ISBN 978-0-13-170129-8

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Chapter</b>	<b>Topic</b>
1	1	Dimensions of Travel and Tourism
	2	An Economic Overview of Travel and Tourism
2	3	Psychology of Travel: Motivations and Segment Characteristics
	4	Sustainable Tourism Development: Tomorrow's Challenge Today
3	5	The Airline Industry
	6	Railroads, Motorcoach, and Car Rental Industries
4	7	The Cruise Line Industry
5	8	Amusement Parks and Other Major Attractions
	9	The Gaming Industry
6	10	The Lodging Industry

	11	The Food Service Industry
7	12	Conventions and Meetings
	13	Travel Agents and Tour Operators
8	14	Distribution Channels
9	14	Distribution Channels
	15	Destinations: A Psychographic and Sociological Perspective
10	15	Destinations
	16	Ecotourism: Tourism in the Tone of Green
11	17	Government, Politics, and Tourism
12	18	Revenue Management: The Art and Science of Maximizing Revenue
13	19	Measuring Economic Impact
14	20	Forecasting
	21	The Future
15		Final Exam

## II. Course Goals\*:

### The 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).

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

### **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, 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)

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

### **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:

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

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 Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.

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.