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 2200 - Introduction to Hospitality II

Textbook(s) and Other Reference Materials Basic to the Course:


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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<tr>
<td>2</td>
<td>Tourism through the Ages; Career Opportunities</td>
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<tr>
<td>3</td>
<td>Passenger Transportation</td>
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<td>4</td>
<td>Hospitality and Related Services</td>
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<td>5</td>
<td>Attractions, Recreation, Entertainment, etc.</td>
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<tr>
<td>6</td>
<td>Pleasure Travel Motivation</td>
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<tr>
<td>7</td>
<td>Cultural and International Tourism for Life's Enrichment</td>
</tr>
<tr>
<td>8</td>
<td>Sociology of Tourism; Tourism Components &amp; Supply</td>
</tr>
<tr>
<td>9</td>
<td>Measuring and Forecasting Demand</td>
</tr>
<tr>
<td>10</td>
<td>Tourism's Economic Impact</td>
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</tbody>
</table>
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 HSP program.

III. 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, C, E, H
2. Identify destinations in various geographical locations. B, C, 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, 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, D, E, F
8. Market travel and accommodations with emphasis on consumer orientation and an effective distribution system. A, F, G, H
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.

**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: None

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.

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.

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:**

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% of their scheduled class and laboratory meetings in order to receive credit for the course.