

Pellissippi State Community College
Master Syllabus

TOURISM AND TRAVEL
HSP 2220

Class Hours: 4.0
Credit Hours: 4.0
Revised: April 2011

Instructor:
Office:
Phone:

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

Textbooks and other Supplies:

1. Goeldner C. & Ritchie. Tourism: Principles, Practices, Philosophies. 11th ed. New York: John Wiley & Sons, Inc.(2009) ISBN 978-0-470-25410-3
2. Hudman, L. and Jackson, R. Geography of Travel and Tourism. 4th ed. New York: Thompson Delmar Publishing (2003) ISBN 978-0-766832565

I. WEEK/CHAPTER/TOPIC:

Week	Chapter	Topic
	Goeldner Text	
1	1	Tourism in Perspective
	2	Tourism in Perspective
2	3	Career Opportunities
	4	Tourism Organizations
3	5	Transportation
	6	Hospitality and Related Services
4	7	Chains of Distribution
	8	Attractions, Recreation, Entertainment
	9	Pleasure Travel Motivation
5	10	Cultural and International Tourism
	11	Sociology of Tourism
6	12	Components and Supply
	13	Measuring and Forecasting Demand

7	14 16	Economic Impact Tourism Planning, Development, and Social Considerations
8	17 18	Tourism and the Environment Tourism Research
Hudman/Jackson Text		
9	1 3	Geography and Tourism North America
10	4 5	Mexico, Central America, Carribean South America
11	6 7 8 9	Western Europe Northern Europe Southern Europe Central Europe and the Balkan States
12	10 11	Russia and The Countries of the former Soviet Union Middle East and North Africa
13	12 13	Subsaharan Africa East Asia
14	14 15	South and Southeast Asia Australia, New Zealand et. al.
15	→	Final Exam Period

II. **COURSE GOALS:**

This 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)

III. **EXPECTED STUDENT LEARNING OUTCOMES:**

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)

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:

The grading scale is as follows:

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 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. (*Pellissippi State Online Catalog*)

Maintaining continuous attendance in your classes is very important. If you are considering dropping or withdrawing from a course, please check with the Financial Aid Office before doing so. Dropping or withdrawing from a class can adversely affect your financial aid and/or lottery eligibility.

B. Academic Dishonesty:

Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that 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. 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*)

D. Accommodation 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/.

E. Extended College Closure:

Pellissippi State Community College is committed to the educational process and student learning. In the event of a prolonged college closure (of at least a week), the educational process will continue through the use of the college's on-line learning environment (Desire2Learn). The instructor will post instructions, specific assignments, due dates, etc. in Desire2Learn (D2L). It is the student's responsibility to login to D2L and check posted instructions and assignments.