

Pellissippi State Community College
Master Syllabus

TOURISM AND TRAVEL
HSP 2230

Class Hours: 3.0
Credit Hours: 3.0
Revised: Spring 2016

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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 - Introduction to Hospitality

Textbooks and other Supplies:

Weaver, Lawton (2014) Tourism Management Fifth Edition, Wiley. ISBN 978-1-118-64481-2

How program site will be incorporated into the course: Three weeks of the course will be classroom focused on the technical and logistic applications of tourism. Twelve days will incorporate on site instruction in Ireland. This 12 day program will include excursions to local museums studying the history of Ireland as well as multiple historical, cultural, tourism, and culinary sites. The class will be based out of Cork for a period of time including excursions to English Market. The program will finish in Dublin with multiple historical trips such as Trinity College and Kilmainham Jail as well as a trip to the Guinness factory and afternoon tea at a hotel. Class will be held frequently in Ireland to discuss the tourism aspect of what has been recently visited and explored. There will be final exam.

I. WEEK/CHAPTER/TOPIC:

Week	Chapter	Topic
1	1	Intro to Tourism Management
	2	The Tourism System
	3	The Evolution and Growth of Tourism
	4	Destinations
	5	The Tourism Product
	6	Tourist Markets

2	7	Tourism Marketing
	8	Economic Impacts of Tourism
	9	Sociocultural &and Enviro Impacts of Tourism
	10	Destination Development
	11	Sustainable Tourism
	12	Tourism Research
5	→	Final Exam

II. **COURSE GOALS:**

This 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 Business program (Career Program Goals and General Education Goals are listed at

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, 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:

Students are evaluated primarily on the basis of tests. A minimum of three exams must be given. Each of 3 exams will be worth 20%.

B. Laboratory Expectations: N/A

C. Field Work:

Students will be responsible for one written report worth 30% of your final grade. This report will be a written comprehensive evaluation of one of the sites we will visit on our trip. There are no allowed absences to any events in Ireland. There is only one allowed excused absence for classes in Knoxville, Tennessee.

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:

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 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. There is only one allowed excused absence for classes in Knoxville, Tennessee. *On location in Ireland, all students are expected to attend all classes, excursions, and functions. Absences of any type will not be allowed.*

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. **Computer Usage Guidelines:**

College-owned or -operated computing resources are provided for use students of Pellissippi State Community College. All students are responsible for the use of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner. It is each individual user's responsibility to abide by the policy available at www.pstcc.edu/ppm/pdf/08-13-05.pdf

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 <http://www.pstcc.edu/sswd/>.