

HOSP-1380: DIMENSIONS OF TOURISM

Cuyahoga Community College

Viewing: HOSP-1380 : Dimensions of Tourism

Board of Trustees:

December 2023

Academic Term:

Fall 2024

Subject Code

HOSP - Hospitality Management

Course Number:

1380

Title:

Dimensions of Tourism

Catalog Description:

Cross-disciplinary approach to examine many facets of tourism. A social science perspective provides students with practical knowledge that can effectively be applied to hospitality industry. Terminology, concepts, and various specialized fields that comprise the industry reviewed. Advanced information that serves as a bridge to further analysis or study provided. Site visits may be taken to Cleveland area attractions.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

HOSP-1010 Introduction to the Hospitality Industry or concurrent enrollment, or departmental approval: industry experience.

Outcomes

Course Outcome(s):

Explain essential terminology, vocabulary, and basic services of the tourism industry.

Objective(s):

1. Trace U.S. tourism policy from the turn of the century to the present.
2. Identify and describe basic services available to travelers, such as accommodations and transportation.
3. Demonstrate a mastery of essential terminology and vocabulary of the field.
4. Distinguish between international and domestic tourism and demonstrate an awareness of world geography by identifying key areas of the globe.
5. Compare various forms of tourism particularly mass and alternative tourism.

Course Outcome(s):

Explain fundamental economic principles as they apply to tourism, tourism planning, and the impacts of tourism.

Objective(s):

1. Outline the steps of the tourism planning process and explain how it relates to tourism development.
2. Outline basic marketing strategies and objectives.
3. Discuss the various components of the tourism marketing mix.
4. Define the travel and tourism industry as a business involved in creating, marketing and selling products by giving concrete examples as they relate to Cleveland.

Course Outcome(s):

Analyze various social, cultural, environmental, and political impacts associated with tourism.

Objective(s):

1. Discuss how basic psychological principles such as perceptions and attitudes affect tourism and identify the criteria that tourists use for choosing among various tourist alternatives.
2. Compare different types of motivation in terms of their application to tourism.
3. Identify key government legislation, policies, associations and professional organizations which advance both domestic and international tourism.
4. Examine the relationship between tourism and the environment.
5. Examine how personalities, values, and life styles affect tourism.
6. Compare the characteristics, tendencies, and travel patterns of travelers from different parts of the world.

Methods of Evaluation:

1. Quizzes and exams
2. Individual special projects as assigned
3. Field trip reports/evaluations
4. Case studies
5. Discussion boards

Course Content Outline:

1. Introduction to the course
 - a. Understanding tourism as a system
 - b. Defining tourist activity
 - c. Understanding tourist motivation and travel decision criteria
2. Travel packages
 - a. Sources of travel information
 - b. Perceptual bias of potential traveler and forces or perception
 - c. Influences of messages on perception
3. Tourism demand
 - a. Leisure time
 - b. Family life cycle
 - c. Techniques for analyzing tourism
 - d. Stages in the buying process
4. Markets and market segments
 - a. Segments of the business travel market
 - b. Pleasure/personal travel market
 - c. Incentive travel
5. The destination mix
 - a. Modes of travel
 - b. Primary and secondary destinations
 - c. Elements of the destination mix
6. Tourism and economic growth
 - a. Economic development and foreign exchange earnings
 - b. Means of economic growth
 - c. Advantages of tourism as a means of economic growth
7. Tourism regulation and policy formation

- a. Government involvement in tourism
- b. Establishing tourism policies
- c. International/regional tourism organizations
- d. National/state tourism organizations
- e. Local tourism councils
- 8. Tourism and the public sector
 - a. Role of the public sector and tourism planning
 - b. Phases in tourism planning process
 - c. Tourism planning as a framework for change
- 9. Tourism and the private sector
 - a. Tourism development and the private sector
 - b. Commercial and non-commercial tourism development
 - c. Researching economic feasibility of tourism development
 - d. Research methods
- 10. Tourism and the marketing function
 - a. Marketing tourism vs. traditional product marketing
 - b. Market segmentation and targeting
 - c. Positioning
 - d. Market planning
- 11. Tourism and promotional functions
 - a. Goals of promotional campaigns
 - b. Kinds of promotions
 - c. Steps in promotional process
 - d. Promotions by national and state tourism agencies
- 12. Travel and tourism distribution system
 - a. Tour wholesalers
 - b. Travel agents
 - c. Distribution strategies

Resources

Roy A. Cook, L. Yale, and J. Marqua. *Tourism: The Business of Hospitality and Travel*. 6. Pearson, 2018.

Cooper, Chris. *Essentials of Tourism*. 4th. London: Sage Publications, Inc., 2022.

Inkson, Clare and Lynn Minneart. *Tourism Management*. 3rd. London: Sage Publications, Inc., 2022.

Walker. John and Christopher John M. Walker. *Tourism: Concepts and Practices*. 2nd. Dubuque: Kendall Hunt, 2018.

"Conventions and Meetings"

"Incentive Travel"

"Internet Websites -"

"Lodging Hospitality"

"Successful Meetings"

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