HOSP-1380: DIMENSIONS OF TOURISM

Cuyahoga Community College

Viewing: HOSP-1380: Dimensions of Tourism
Board of Trustees:
2018-03-22

Academic Term:
Fall 2018

Subject Code
HOSP - Hospitality Management

Course Number:
1380

Title:
Dimensions of Tourism

Catalog Description:
Cross-disciplinary approach to examine many facets of tourism. 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.

I. ACADEMIC CREDIT

Academic Credit According to the Ohio Department of Higher Education, one (1) semester hour of college credit will be awarded for each lecture hour. Students will be expected to work on out-of-class assignments on a regular basis which, over the length of the course, would normally average two hours of out-of-class study for each hour of formal class activity. For laboratory hours, one (1) credit shall be awarded for a minimum of three laboratory hours in a standard week for which little or no out-of-class study is required since three hours will be in the lab (i.e. Laboratory 03 hours). Whereas, one (1) credit shall be awarded for a minimum of two laboratory hours in a standard week, if supplemented by out-of-class assignments which would normally average one hour of out-of-class study preparing for or following up the laboratory experience (i.e. Laboratory 02 hours). Credit is also awarded for other hours such as directed practice, practicum, cooperative work experience, and field experience. The number of hours required to receive credit is listed under Other Hours on the syllabus. The number of credit hours for lecture, lab and other hours are listed at the beginning of the syllabus. Make sure you can prioritize your time accordingly. Proper planning, prioritization and dedication will enhance your success in this course.

The standard expectation for an online course is that you will spend 3 hours per week for each credit hour.

II. ACCESSIBILITY STATEMENT

If you need any special course adaptations or accommodations because of a documented disability, please notify your instructor within a reasonable length of time, preferably the first week of the term with formal notice of that need (i.e. an official letter from the Student Accessibility Services (SAS) office). Accommodations will not be made retroactively.
For specific information pertaining to ADA accommodation, please contact your campus SAS office or visit online at https://www.tri-c.edu/student-accessibility-services/. Blackboard accessibility information is available at http://access.blackboard.com.

III. ATTENDANCE TRACKING

Regular class attendance is expected. Tri-C is required by law to verify the enrollment of students who participate in federal Title IV student aid programs and/or who receive educational benefits through other funding sources. Eligibility for federal student financial aid is based in part on enrollment status.

Students who do not attend classes for the entire term are required to withdraw from the course(s). Additionally, students who withdraw from a course or stop attending a course without officially withdrawing may be required to return all or a portion of their financial aid based on the date of last attendance. Students who do not attend the full session are responsible for withdrawing from the course(s).

Tri-C is responsible for identifying students who have not attended a course before financial aid funds can be applied to students’ accounts.

Therefore, attendance is recorded in the following ways:

- For in-person and blended-learning courses, students are required to attend the course by the 15th day of the semester (or equivalent for terms shorter than five weeks) to be considered attending. Students who have not met all attendance requirements for in-person and blended courses, as described herein, within the first two weeks or equivalent, will be considered not attending.
- For online courses, students are required to login at least two times per week and submit one assignment per week for the first two weeks of the semester, or equivalent to the 15th day of the term. Students who have not met all attendance requirements for online courses, as described herein, within the first two weeks or equivalent, will be considered not attending.

At the conclusion of the first two weeks of a semester or equivalent, instructors report any registered students who have “Never Attended” a course. Those students will be administratively withdrawn from that course. However, after the time period in the previous paragraphs, if a student stops attending a class or wants or needs to withdraw, for any reason, it is the student’s responsibility to take action to withdraw from the course. Students must complete and submit the appropriate Tri-C form by the established withdrawal deadline.

Tri-C is required to ensure that students receive financial aid only for courses that they attend and complete. Students reported for not attending at least one of their registered courses will have all financial aid funds held until confirmation of attendance in registered courses has been verified. Students who fail to complete at least one course may be required to repay all or a portion of their federal financial aid funds and may be ineligible to receive future federal financial aid awards. Students who withdraw from classes prior to completing more than 60 percent of their enrolled class time may be subject to the required federal refund policy.

If illness or emergency should necessitate a brief absence from class, students should confer with instructors upon their return. Students having problems with coursework due to a prolonged absence should confer with the instructor or a counselor.

IV. LEARNING OUTCOMES ASSESSMENT

Occasionally, in addition to submitting assignments to their instructors for evaluation and a grade, students will also be asked to submit completed assignments, called ‘artifacts,’ for assessment of course and program outcomes and the College’s Essential Learning Outcomes (ELOs). The artifacts will be submitted in Blackboard or a similar technology. The level of mastery of the outcome demonstrated by the artifact DOES NOT affect the student’s grade or academic record in any way. However, some instructors require that students submit their artifact before receiving their final grade. Some artifacts will be randomly selected for assessment, which will help determine improvements and support needed to further student success. If you have any questions, please feel free to speak with your instructor or contact the Learning Outcomes Assessment office.

V. CONCEALED CARRY STATEMENT

College policy prohibits the possession of weapons on college property by students, faculty and staff, unless specifically approved in advance as a job-related requirement (i.e., Tri-C campus police officers) or, in accordance with Ohio law, secured in a parked vehicle in a designated parking area only by an individual in possession of a valid conceal carry permit.

As a Tri-C student, your behavior on campus must comply with the student code of conduct which is available on page 29 within the Tri-C student handbook, available at http://www.tri-c.edu/student-resources/documents/studenthandbook.pdf You must also comply with the College’s Zero Tolerance for Violence on College Property available at http://www.tri-c.edu/policies-and-procedures/documents/3354-1-20-10-zero-tolerance-for-violence-policy.pdf
VI. CORONAVIRUS/COVID-19 STATEMENT

Students are responsible for adhering to all College health and safety guidance, including that which relates to the COVID-19 pandemic. Public health requirements and standards are changing rapidly, and the College is adapting its guidance accordingly. Please check your Tri-C email and visit tri-c.edu/coronavirus regularly for updates.

All students must adhere to the following general guidelines, until further notice:

• Remain at home if you are ill or experiencing symptoms of illness. Do not attend any in-person class or gathering.
• Notify your instructor(s) if you are ill, have tested positive for COVID-19, or were exposed to an individual who has tested positive for COVID-19 and they will report the information to the Tri-C Compliance & Risk Management team and you may be contacted for follow-up information.
• Wear a mask or face covering at all times, including, but not limited to: upon entering and exiting any Tri-C facility, in class, and in all common areas.
• Maintain a distance of at least six feet between yourself and others at all times and if you must pass near an individual do it quickly and do not linger.
• Provide the College with relevant information about your current health status and participate in any required on-site checks (e.g., temperature checks, current contact information, symptom profile, etc.).
• Use only designated areas of Tri-C facilities, including entrances and exits. Sign in and out of Tri-C facilities as directed.

The general guidelines listed above do not encompass all coronavirus-related guidance. These guidelines are subject to change at the discretion of the College and under the direction of public health authorities. Students who fail to adhere to this guidance may be subject to disciplinary action under the College’s Student Code of Conduct and the Student Judicial Code.

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 tourist 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 personality 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 progress tests
2. Individual special projects as assigned
3. Field trip reports/evaluations
4. Team work projects as assigned
5. Final exam - AH&MA certification
6. Classroom attendance
7. Classroom participation
8. Portfolio assignments
9. Guest speaker evaluations

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


‘Conventions and Meetings’

‘Incentive Travel’

‘Internet Websites -’

‘Lodging Hospitality’

‘Successful Meetings’