COURSE INTRODUCTION

TOUR-0311 Introduction to Travel & Tourism

Total Hours: 48 Credits: 3

Students will be able to understand and apply the definition of tourism; the role of the WTO and the organization of the tourism sector, the social aspects of tourism (motives for traveling push and pull factors, and so on). This theoretical course explores in an introductory manner: the hospitality sector, the benefits and negatives of tourism, its economic role, channels of distribution, marketing and promotion, the supply and demand, policy, planning, research, and statistics. This class is a prerequisite for most tourism development courses. Prerequisite: None

COURSE OBJECTIVES

This course stresses the interconnectedness and diversity of the global tourism industry. At the completion of this course, students should be able to:

- Demonstrate the interrelated nature and complexity of tourism through a systems approach.
- Discuss the role of international tourism in promoting world peace.
- Discuss the impact of tourism on the global economy by introducing the concept and uses of Tourism Satellite Accounts.
- Introduce tourism related organizations worldwide
- Analyze global tourism issues and demonstrate an awareness of how these are perceived and handled in different cultural and historical traditions.
- Provide international case studies that reflect the need of adequate tourism policies and regulations and impact minimization.
- Understand the need for tourism planning and sustainable practices in global destinations by examining social impacts through the lenses of various stakeholders.
- Examine tourism motivations.
- Analyze the social impacts of tourism through various lenses such as sociology, psychology, anthropology.
- Discuss the role of culture in international tourism. Be knowledgeable of intercultural theories and cultural practices and how tourism impacts culture.

LEARNING OUTCOMES

- Students will understand principles of globalization in tourism.
- Students will identify the interrelated nature of international tourism by examining social, environmental impacts and wellbeing of global destinations. (GL)
- Students will be able to analyze relevant socio-economic data to determine positive and negative tourism impacts for a given destination
- Students will be able to discuss the impact of tourism on the global economy through various lenses such as Tourism Satellite Accounts, local people, multinational stakeholders. (GL)
- Students will be able to describe international tourism throughout the ages.
Students will be able to examine tourism motivations.
Students will be able to analyze the social impacts of tourism through various lenses such as sociology, psychology, anthropology. (GL)
Students will be able to understand the role of culture in international tourism, demonstrating a knowledge of intercultural theories, cultural practices and how tourism impacts culture. (GL)
Students will show a willingness to promote tourism that is sustainable and responsive to local needs and cultural practices. (GL)
Students will be able to articulate under what conditions international tourism can increase intercultural understanding and promote peace. (GL)

GLOBAL LEARNING COURSE OUTCOMES

Global Engagement: Students will show a willingness to promote tourism that is sustainable and responsive to local needs and cultural practices.

Global Perspective: Students will be able to discuss the impact of tourism on the global economy through various lenses such as Tourism Satellite Accounts, local people, and multinational stakeholders.

Global Awareness: Students will identify the interrelated nature of international tourism by describing the social, environmental and economic impacts of international tourism on cultures and the wellbeing of global destinations.

TEACHING METHODOLOGY

Classes will consist of lectures, analysis of various international case studies, discussions, audiovisual presentations and practical projects.

This course requires that students attend and actively participate in class sessions.

IMPORTANT INFORMATION

ASSIGNMENTS

There will be quizzes, discussions and a class project. Please see the course calendar for due dates.

DISCUSSION FORUMS

Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when determining what to post.

EXAMS

There will be two exams that may include true/false, multiple choice, matching and essay questions. Exams will partially assess global perspective and global engagement.

COURSE CALENDAR

WEEKLY SCHEDULE

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<th>Module</th>
<th>Dates</th>
<th>Lecture Content</th>
<th>Assignment and Grades</th>
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<tr>
<td>Module 1: Introduction</td>
<td>Oct 5, 2016</td>
<td>Tourism Introduction Ch 1); Tourism Organizations</td>
<td>Discussion Board 1: Intro (5pts)</td>
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<tr>
<td>Module 2: History of</td>
<td>Oct 5, 2016</td>
<td>History Lecture Globalization Lecture</td>
<td>Quiz 1 (5 pts)</td>
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<td>International Tourism</td>
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<td>Module 3: Sociology of International Tourism</td>
<td>Oct 6, 2016</td>
<td>Sociology Intercultural Theories Tourism Impacts on Culture</td>
<td>Test 1 (20 pts)</td>
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<tr>
<td>Module 4: Tourist Behavior</td>
<td>Oct 6, 2016</td>
<td>Tourist Behavior</td>
<td>Discussion Board 2 (5 pts) Motorcycle Diaries Movie (5)</td>
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<td>Module 5: Tourism and Culture</td>
<td>Oct 7, 2016</td>
<td>Tourism and Culture Peace through Tourism Supply/Demand</td>
<td>Quiz 2 (5 pts) Discussion Board 3 (5 pts)</td>
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<td>Module 6: Alternative Forms of Tourism</td>
<td>Oct 7, 2016</td>
<td>Volunteer Tourism Backpacking/Hostelling Alternative Tourism</td>
<td>Individual Project Due (10 pts)</td>
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<tr>
<td>Module 7: Planning and Development</td>
<td>Oct 8, 2016</td>
<td>Tourism Planning and Development Sustainable/Ecotourism</td>
<td>Test 2 (20) Group Projects (20 pts)</td>
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