

Date: March 1, 2006

I. Course Name: Introduction to Tourism

Course Prefix and Number: BUS 100

Credit and contact hours: 3 Credit Hours – 3 Contact Hours

Catalog Description including pre- and co-requisites:

This course is designed to provide an overview of the Tourism Industry. The student will be exposed to the various components which comprise Tourism. There will be opportunities for the student to observe the Tourism Industry through field experiences. This course provides the basis for further study in the Hospitality Programs. Students enrolled in this course, as an elective, will have the opportunity to explore another business-related field as a career option.

II. Course Outcomes and Objectives

Learning Outcomes:

This course is designed to overview the diversity, economic impact and marketing/management issues of Tourism. The student will be exposed to the various components that comprise Tourism. There will be opportunities for the student to observe and interact with Tourism professionals through classroom assignments and field experiences. Students enrolled in this course, as an elective, will have the opportunity to explore this business-related field as a career option.

Relationship to Academic programs and curriculum:

This is a required course for Associate in Science Sports and Tourism Studies and for the Associate in Applied Science Tourism Management. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

College competencies addressed by the course:

Writing	Ethics/Values
Oral Communications	Citizenship
Reading	Global Concerns
Information Resources	Problem-Solving
Professional Competency	Computer Literacy

III. Methods of Instruction

Types of Course materials:

Required: The Power of Travel, Travel Industry of America

Supplemental:

Professional Association Publications

Internet resources

Current Periodicals

Methods of instruction:

Lecture
Written Assignments
Case Study Analysis
Authentic Projects/Assignments
Discussions
Field Experiences
Internet
Guest Speakers
Attendance at professional meetings/events
Volunteer opportunities

Assessment measures:

Faculty may use a variety of assessment measures including, but not limited to: informal writing, non graded quizzes, and discussions

Methods of Evaluation:

Short Answer/Essay Examinations – no less than 3
Formal, Written reports
Written Class Assignments

IV. General Outline of Topics covered

The diversity of the Tourism Industry

Various career opportunities available in the Tourism Industry

Experiential expenditures and support service expenditures as the two basic components for Tourism.

Travel motivations and the visitor experience.

The historical development of tourism.

Contemporary issues affecting the Tourism Industry.

Destination Tourism

The economic impact of Tourism.

The concept of “Sense of Place”.

The role a community’s heritage, culture, history, natural and commercial attractions provide for the basis for destination development.

The role of marketing and promotion in destination tourism.

How the Tourism Industry is structured in the world, United States, New York State, and the Finger Lakes Region.

The differences between Tourism Development and Tourism Promotion.

The role of a destination marketing organization.

The role of Tourism in the quality of life for residents of a community.

The current, dynamic and pervasive nature of Tourism.

Overview of the Sport Tourism Industry

Overview of the Event Management Industry.

Participatory sports tourism and event-based sports tourism.

The role Sports and Events in destination tourism.

The career opportunities in Sports and Event Management.