

CLASS NUMBER AND NAME:	<b>HMN140 – TOURISM IN THE HOSPITALITY INDUSTRY</b>
TOTAL HOURS/ UNITS:	24 HOURS/2 UNITS
PREREQUISITES:	NONE
TEXTS AND MATERIALS:	<i>Fundamentals of Destination Management and Marketing, American Hotel and Lodging Association, (ISBN 978-0-86612-266-5)</i>
CLASS DESCRIPTION:	This class is an overview of the study of tourism and how it relates to the hospitality industry. Perceptions, attitudes, motivation, personality and values of tourism are covered. Tourism planning and development, marketing, research and measurement, and tourism policy will also be discussed. Upon successful completion of the final exam, students will receive a certificate from the American Hotel and Lodging Association.
CLASS OBJECTIVES:	To provide the student with an understanding of the psychological dimensions of tourism including: perceptions, attitudes, motivation, personality, values, learning, international, economic, environmental, social and cultural. Also to offer the students an understanding of services that are important to travelers and how planning and development play a vital role in tourism.
CLASS FORMAT OVERVIEW:	This class is a combination of lecture and student participation.
REQUIREMENTS:	Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.
METHOD OF INSTRUCTION:	Each topic will be discussed thoroughly and will be supplemented with written materials. Class work, homework and site inspections will give the student experiential opportunities.  It is expected that each student will be in class <u>when class begins</u> . Should the student arrive more than <u>five minutes late</u> they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.
ATTENDANCE:	<b><u>80% attendance is mandatory</u></b> <b><u>90% or above is mandatory for those who are in a full program and qualify for the internship</u></b>  It will be the student's responsibility to learn of any assignments

**TESTING:**

given in class when absent.

A final exam will be given during the sixth week of the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class. Students who pass the Final Exam with a 70% or higher will earn a certificate from the American Hotel and Lodging Association – Educational Institute. Exam retakes are allowed following the policies set forth by the American Hotel and Lodging Association – Educational Institute. The policy for exam retakes are:

- ❑ Students who score less than 70% on the Final Exam may retake the exam once at no additional charge. Further retakes are available at a charge of \$35.00 payable to the American Hotel and Lodging Association
- ❑ Students must schedule a retake date with the instructor within two weeks of receiving the review for the retake.
- ❑ Students must retake the exam on the scheduled date and time.

**LATE TESTING:**

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

**GRADING POLICIES:**

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

- |                                 |     |
|---------------------------------|-----|
| 1. Exam                         | 30% |
| 2. Assignments                  | 50% |
| 3. Attendance and participation | 20% |

- |         |   |
|---------|---|
| 90-100% | A |
| 80-89%  | B |
| 70-79%  | C |
| 60-69%  | D |
| 0-59%   | F |

**ANTICIPATED LEARNING OUTCOMES:**

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of psychological dimensions of tourism including: perceptions, attitudes, motivation, personality, values, learning, international economic, environmental, social and cultural.
2. Demonstrate an understanding of services for the traveler.
3. Demonstrate an understanding of tourism planning and development.
4. Demonstrate an understanding of marketing perspectives,

planning, tools, strategies, research and measurement.

5. Demonstrate an understanding of tourism policy.

*Time spent in preparation for reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.*

**Tourism, Hospitality and Wine**

Tourism in the Hospitality Industry class schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	1,2,3	<a href="http://www.sonomacounty.com">www.sonomacounty.com</a>	Destination Service Destination Sales Destination Marketing	Review Questions Reading HTI
Two	4,5,6	<a href="http://www.onroute.com/usbureaus.html">www.onroute.com/usbureaus.html</a>	Destination Research Communications Product Development	Chapter Reviews: 1,2,3 Reading HTI
Three	7,8,9	<a href="http://www.towd.com">www.towd.com</a>	Technology Human Resources Member Services Visit Tourism Bureau and Visitors Center	Chapter Reviews: 4,5,6 Reading HTI
Four	10, 11, 12	<a href="http://www.legendarynapa.com">www.legendarynapa.com</a>	Financial Management Board Governance Alliances & Partnerships	Chapter Reviews: 7,8,9 Reading HTI
Five	13, 14		Destination Management in: Canada United Kingdom	Chapter Reviews: 10, 11, 12 Reading HTI
Six	15		Destination Management in: Mexico Final Exam	Chapter Reviews: 13, 14, 15 Reading HTI

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly.