

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>Managing and Marketing Tourist Destinations: Strategies to Gain A Competitive Edge.</i> 2011, Routledge – Taylor & Francis Group Metin Kozak & Seyhmus Baloglu, ISBN: 978-0415811484
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.
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 and how these are effectively marketed.
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 given in class when absent.

**TESTING:**

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.

**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 and managing services to effectively meet the needs of multiple segments of travelers.
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.

## Tourism Class Schedule

Week	Reading Chapters	Internet	Discussion in Class	Homework
One	One & Two	<a href="http://www.sonomacounty.com">www.sonomacounty.com</a>  <a href="https://www.journals.elsevier.com/journal-of-destination-marketing-and-management/">https://www.journals.elsevier.com/journal-of-destination-marketing-and-management/</a>	Cases	Cases at the end of each chapter for this Thursday and each week and chapter for the remainder of the class
Two	Three & Four	<a href="http://www.onroute.com/usbureaus.html">www.onroute.com/usbureaus.html</a>	Cases	As in week one
Three	Five & Six	<a href="https://destinationsinternational.org">https://destinationsinternational.org</a>	Cases	As in week one
Four	Seven		Cases	As in week one
Five	Eight		Cases	As in week one
Six	Nine		Cases	As in week one

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.