

This course will expose students to one of the largest industries in the world; the tourism industry. The student will acquire knowledge of the basic concepts of tourism, the many factors that influence tourism as well as how tourism influences certain areas in today's global economy. Further, this newly-acquired knowledge will assist students on further applications with other components of tourism such as convention planning, hospitality marketing and sales, human resource and food and beverage management.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course the student will demonstrate the ability to:

- 1) Apply knowledge and show understanding of the seven major impacts on tourism.

Potential elements of the performance:

- apply knowledge of the historic origins of travel and tourism
- apply knowledge of how the psychology of human behaviour influences tourism
- list and explain social and cultural influences in tourism
- identify and list the elements considered in international tourism
- identify the impact of government policies, changing motivations related to tourism, and private tourism services in the hospitality sectors
- outline the major economic and environmental impacts on tourism

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- 2) Specify the services and tools available to professionals in the hospitality industry which provide a more in-depth understanding of tourism activity and its management.

Potential elements of the performance:

- determine the contribution of the hospitality sectors to the overall tourism product
- list the services available to the traveller
- apply knowledge of the marketing tools and strategies used in tourism
- utilize and employ the research process in the completion of the course project

- 3) Prepare a marketing pamphlet used to promote tourism in the local community.

Potential elements of the performance:

- define, identify and research tourism in the local community
- prepare a marketing package based on the research
- share his or her knowledge and final product in a presentation to the class

- 4) Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.

Potential elements of the performance:

- solicit and use constructive feedback in the evaluation of her/his knowledge and skills
- identify various methods of increasing professional knowledge and skills
- apply principles of time management and meet deadlines
- recognize the importance of the guest, the server-guest relationship, and the principles of good service

TOURISM AND ECONOMICS, TOU 100**III. TOPICS**

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

- history of travel
- psychological factors, perceptions and attitudes
- motivation, personality and values with tourism
- social and cultural tourism
- international tourism
- tourism and economics
- environmental considerations
- retail and commercial services
- planning and development
- market plan development
- market strategies
- research and measurement
- policy development

REQUIRED RESOURCES/TEXTS/MATERIALS:

Frigden, J. D., Tourism and the Hospitality Industry. 2nd ed. The Educational Institute of the American Hotel and Motel Association, East Lansing, 1996.

V. EVALUATION PROCESS/GRADING SYSTEM

FINAL GRADE REPORTING

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding Achievement
B	70% - 79%	Consistently Above Average
C	60% - 69%	Satisfactory
R	Below 60%	Repeat - objectives have not been met
CR		Credit exemption
X		A temporary grade, limited to extenuating circumstances, giving a student additional time to complete course requirements

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

EVALUATION

3 Tests / Assignment	60 %
Project	30 %
Student professionalism (Dress code, attendance, conduct)	10 %
Total	100 %

GUIDELINES RE GRADING:

ASSIGNMENTS:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be typed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided in advance.

TESTS:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VI. SPECIAL NOTES**Dress Code**

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom.

Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the professor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.

Plagiarism

Students should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities." Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

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Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Substitute course information: available at Registrar's Office.

The instructor reserves the right to modify the course as deemed necessary.