

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

HTMT/BSAD 303 – Global Tourism: Perspectives and Practices

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**SCHOOL OF
BUSINESS AND LIBERAL ARTS
APRIL 2016**

- A. **TITLE:** Global Tourism: Perspectives and Practices
- B. **COURSE NUMBER:** HTMT/BSAD 303
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:**

This course offers an overview of the global tourism industry as it relates to hospitality services. Traveler behavior, tourism planning, and the economic and social impacts of tourism are studied.

- I. **PRE-REQUISITES/CO-REQUISITES:** BSAD 100 or permission of the instructor.
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<u>Course Objective</u>	<u>Institutional SLO</u>
1. Understand and describe the elements that make a tourism destination competitive.	1. Communication Skills 2. Critical Thinking 3. Professional Competence
2. Determine the impact of tourism on the economy, culture, and environment of a society.	1. Communication Skills 2. Critical Thinking
3. Identify the effects of culture, time, and economics on tourism.	1. Communication Skills 2. Critical Thinking
4. Discuss general principles of communication, marketing, and promotion as it relates to tourism.	1. Communication 2. Critical Thinking 3. Professional Competence
5. Analyze consumer behaviors that impact travel needs, wants, and motivation.	1. Communication Skills 2. Critical Thinking
6. Describe the characteristics of the major segments of the tourism market.	1. Communication Skills 2. Critical Thinking 3. Professional Competence

- K. **TEXTS:**

Walker, J.W. & Walker, J.T. (2011). *Tourism: concepts and practices*. Upper Saddle River, N.J.: Prentice-Hall.

REFERENCES:

Clarke, A. & Chen, W. (2007). *International hospitality management: Concepts and cases*. Burlington, MA: Elsevier.

Dalton, D. (2015). *Dark tourism and crime*. New York, NY: Routledge.

Goeldner, C. & Ritchie, J. (2011). *Tourism: Principles, practices, philosophies*.

Jauhari, V. (2008). *Global cases on hospitality industry*. New York, NY: Routledge.

Mancini, M. (2013). *Access: Introduction to travel and tourism* (2nd ed.). Clifton Park, NY: Delmar/Cengage Learning.

Mill, R. & Morrison A. (2012). *The tourism system* (7th ed.). Dubuque, IA: Kendall/Hunt Publishing.

Prideux, B. (2014). *Rainforest tourism, conservation and management: Challenges for development*. New York, NY: Routledge.

White, L. (2013). *Dark tourism and place identity*. New York, NY: Routledge.

L. **EQUIPMENT:** Computer and Internet access (“smart desk”)

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**

- Quizzes
- Papers or projects
- Participation

P. **DETAILED COURSE OUTLINE:**

- I. Introduction to Tourism
 - a. The characteristics of tourism
 - b. Consumer motivation as it relates to tourism
 - c. Overview of tourism marketing
 - d. Overview of tourism economics
- II. Organizing Tourism
 - a. Tourism policy
 - b. The role of international, national, regional, state, and local tourism organizations
 - c. Tourism planning and sustainable development
 - d. Overview of tourism research
- III. Operating Sectors
 - a. Attractions and entertainment

- b. Meetings, conventions, and expositions (“business” tourism)
- c. Transportation (sea, rail, air, auto)
- d. Lodging
- e. Foodservice
- f. Tourism distribution organizations

- IV. Unique Types of Tourism
 - a. Cultural and heritage tourism
 - b. Eco-tourism
 - c. Dark tourism

- V. Tourism in the Future

Q. LABORATORY OUTLINE: NONE