



ARKANSAS TECH UNIVERSITY
HA/ RP 2133-FALL 2013-TC1
INTRODUCTION TO TRAVEL AND TOURISM

PROGRAM MISSION

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning. This is achieved by:

- Providing knowledge, skills, and abilities through a comprehensive academic curriculum.
- Demonstrating professionalism, leadership and high ethical standards by a competent faculty and administration
- Promoting community service and outreach
- Emphasizing the importance of research and continuing education
- Encouraging life-long learning

The Hospitality Administration degree program is designed to prepare students for management positions within the hospitality industry such as lodging, resorts, conference, convention and visitor centers, restaurants, contract services, theme parks and travel and tourism related operations.

Credit: 3 Semester Hours

Course: Online

Instructor: Dong-Soo Lee, Ph.D.

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Office hours: Monday & Wednesday 8:00 am - 12:00 pm
Thursday 9:00 am - 11:00 am

Textbook: Goeldner, C.R. & Ritchie, J.R.B. (2012). *Tourism: Principles, Practices, Philosophies, 12th Edition*. New Jersey: John Wiley & Sons, Inc.
ISBN: 978-1-118-07177-9.

Course Description/Content:

The Introduction to Travel and Tourism, its components and relationship to the recreation and hospitality industry. The course will explore the current and future trends in travel and tourism and the effects on the economy, as well as the social and political impacts of travel and tourism. This course is designed to examine the common characteristics and activities of tourism development and identify the needs of planning. It will also emphasize the component of tourism planning and methods of enhancing tourism.

Knowledge, Skills and Abilities:

1. Understand the tourism phenomenon in relation to leisure and recreation.
2. Understand career opportunities in the leisure, recreation and tourism industries.
3. Develop the general awareness of historical, socio-economic. And other factors that influence leisure and recreation in US society.
4. Develop sound basis of understanding of the psychological, sociological and geographical dimensions of leisure and tourism.
5. Develop an appreciation of the external factors and trends affecting the travel industry and the impacts of tourism.
6. Identify relevant terminology with a solid understanding of the various sectors of the tourism industry.
7. Identify the main principles of tourism marketing, policy, planning and development.
8. Examine the structure, nature and functioning of private, public and non-profit recreation and tourism delivery systems.

Course Expectation:

Always have a backup plan, save your work on flash drive or CD. Remember, that technology will almost surely fail when you have the last amount of time to accommodate it. Therefore, try to work in advance of deadlines, giving you some buffer time, should there be technical problems. Individual home ISPs (Internet Service Providers) will also fail, so you'll have several avenues of technology that must all be working simultaneously for everything to happen at any given time.

Once this is an online course, **Respondus Lockdown Brower** will be used to take exams. You should be familiar to use this Respondus Lockdown Brower and this must be installed on your computer. Otherwise, you have to use a school computer.

Grading Procedures:

Exam #1	100
Exam #2	100
Exam #3	100
Exam #4	100
Individual project	200
<u>6 practice quizzes</u>	<u>60</u>
Total	660 points

Grading scale (%)

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

EXAMS with RESPONDUS LOCK DOWN BROWSER

Exam will be given as scheduled and covers the chapters. Please, notify the instructor *prior to* the exam if illness or other extenuating circumstances will force you to miss the exam date. No one will be exempt from the final exam. In order to take exams, you must install RESPONDUS LOCK DOWN BROWSER. If you need, you can download the Respondus Lockdown Browser: <http://www.respondus.com/lockdown/information.pl?ID=147834412>

Exam Dates:

Exam 1: Sept. 18, Wed. - Ch. 1, 2, & 3

Exam 2: Oct. 16, Wed. - Ch. 4, 5, 6, & 7

Exam 3: Nov. 13, Wed. - Ch. 8, 9, 10, & 11

Exam 4: Dec. 11, Wed. - Ch. 15, 16, 17, & 19

Exam will be available from 12:00 am to 11:59 pm on Blackboard each time

What is the format of the exams?

Exams will include **40 multiple-choice questions**. Questions will come from the textbook. The exams are non-cumulative and the final exam is not comprehensive. There will be **one hour** for taking each exam.

PRACTICE QUIZZES

You are required to take **6 times quizzes** throughout this semester. You can try to take each quiz up to 3 times but I will pick the highest score out of three trials. When you take the quiz each time, correct answers will not be shown. It will show you just your score. There is no time limit on the quizzes.

i.e.) Practice quiz #1: 6, 8, & 10 --- I will pick 10 because this is the highest score out of three.

Practice Quiz Due Dates:

Quiz 1:	Sept. 3 - 5	only Ch.1
Quiz 2:	Sept. 24 - 26	Ch.4 & 5
Quiz 3:	Oct. 8 - 10	only Ch.7
Quiz 4:	Oct. 29 - 31	Ch.9 & 10
Quiz 5:	Nov. 19 - 21	only Ch.15
Quiz 6:	Dec. 3 - 5	Ch.17 & 19

Where can I find practice quizzes in blackboard?

1. Click on “Practice Quizzes” in the menu bar on the left side of blackboard.
2. Click the link of quiz that you want.
3. You will find the quiz questions that are multiple choice questions.
4. When you are done, click “save and submit”.

INDIVIDUAL PROJECT

The individual project is about global destination marketing. Each student must choose an international country as a tourism destination which is a developing country such as Vietnam, India, and Brazil. Each student must obtain instructor’s approval before selecting **a developing country**. Each student has to select one city within the specific country in order to develop a global tourism destination. (You will find the guidelines about this project on blackboard)

Guidelines of group project

- Overview of the country
- Overview of the city
- Market analysis
 - Potential Travelers’ Perceptions (Survey Analysis)
 - Attractions & Hospitality Resources
 - Target Markets & Image of Destination
 - Major Competitor in Neighboring Countries
 - Techniques used to Promote
 - Marketing Strategies
 - Strengths and Weaknesses
- Potentials and Limitation
- Suggestions

Required format:

- 12 font Times New Roman
- 1” margin for all four sides
- At least 10-12 pages in double space, **EXCLUDE** cover page and reference pages.
- References

Due date of Individual Project: Oct. 16. (Selection of a country) & Dec. 11. (Project)

Submission of individual project:

1. Click on “Individual project drop box” in the menu bar.
2. Click “Individual project”
3. Attach a file by clicking on browse my computer and locating the file on your computer.
4. Click “submit”.

*****PLEASE attach your file. DO NOT COPY and PASTE your project into the comment box.**

LATE SUBMISSION POLICY

*****Late submission** will be accepted *within 24 hours* and *with 20% reduction* from the score earned for the submission. After 24 hours, your assignment **will not be accepted.**

EXTRA POINT OPPORTUNITY

This may be provided by the instructor.

ACADEMIC DISHONESTY/PLAGIARISM/ETHICS POLICY***

Each student must agree the following statement of student behavior:

- 1) Completing and submitting class materials such as homework, exams, and projects in my name.
- 2) Understanding policy of plagiarism that directly copy from books, publication, the internet, or other student work.
- 3) Cheating that is made to gain undeserved intellectual credit or advantage

The university is strongly committed to upholding standards of academic integrity. Any incident of academic dishonesty/misconduct will be reported to the Dean of Student Office. Any form of academic dishonesty may result in a grade of F!

Tentative Class Schedule

Class Week	Chapter	Topic	Due date
1		Introduction to Course	
2	Ch. 1	Tourism in Perspective	Sept. 3 - 5: Quiz #1: Ch.1
3	Ch. 2 Ch. 3	Tourism through the Ages Career Opportunities	
4		Exam #1 (Ch. 1-3) will be administered on <u>Sept. 18.</u>	
5	Ch. 4 Ch. 5	World National, Regional, & Other Organizations Passenger Transportation	Sept. 24 - 26: Quiz#2: Ch. 4 & 5
6	Ch. 6	Hospitality and Related Service	
7	Ch. 7	Organizations in the Distribution Process	Oct. 8 - 10: Quiz #3: Ch.7
8		Exam #2 (Ch. 4-7) will be administered on <u>Oct. 16.</u>	Oct. 16: Selection of a developing country for the project
9	Ch. 8	Attraction, Entertainment, Recreation, and Other Tourist Draws	
10	Ch. 9 Ch. 10	Motivation for Pleasure Travel Cultural & International Tourism for Life's Enrichment	Oct. 29 - 31: Quiz #4: Ch.9 & 10
11	Ch. 11	Sociology of Tourism	
12		Exam #3 (Ch. 8-11) will be administered on <u>Nov. 13.</u>	
13	Ch. 15	Tourism Policy: Structure, Content, & Process	Nov. 19 - 21: Quiz #5: Ch.15
14	Ch. 16	Tourism Planning, Development, & Social Considerations	
15	Ch. 17 Ch. 19	Tourism & Environment Tourism Marketing	Dec. 3 - 5: Quiz #6: Ch.17 & 19
16		Exam #4 (Ch. 15, 16, 17, & 19) will be administered on <u>Dec. 11.</u>	Dec. 11: Project Due

****Note: Any aspect of this syllabus is subject to change by the instructor if desired.****