

PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: Parks, Recreation and Hospitality Administration (PRHA)

Date submitted: August 18, 2008

Request for: Course addition

Submitted by: Theresa Herrick

Approved by: Department Head: Theresa Herrick

Dean of School: Willy Haeflin

Reviewed by: Registrar: Lammie Luodes

Vice President: _____

- I. **Catalog description:** An introduction to travel and tourism, its components and relationship to the 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.

Number: HA/RP 2133

Title for Catalog: Introduction to Travel and Tourism

Title for Inventory: Travel and Tourism

Effective date or term: Fall 2009

II. Justification and feasibility of course:

A. What is the need for this course? Who will take it?

1. Students will *demonstrate* knowledge of the history of travel and tourism.

appce 9/19/08 1
app FS 10/8/08

2. Students will *recognize* the role of marketing in the travel and tourism industry.
3. Students will *identify* the social and political components of the travel and tourism industry.
4. Students will *recognize* the role of travel and tourism in the hospitality industry.

Hospitality students will be the primary consumers. However, this class would be an excellent elective for other majors.

B. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department?

This course is the introductory course to travel and tourism which is an important component of the hospitality industry. Tourism is the second largest industry in Arkansas and there is a growing market for graduates with knowledge and expertise in the travel and tourism business. This is the first of only two courses in tourism in the hospitality curriculum. Although travel and tourism is identified as a career path for hospitality majors in HA 1043 Introduction to Hospitality Management there is not overlap with the content of other courses.

C. Is this course part of any general plan of development within your department? Explain.

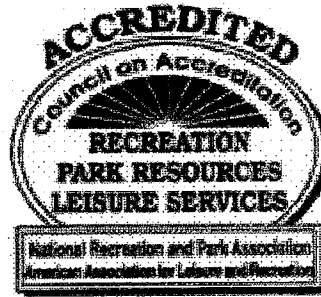
This course is part of a new emphasis being proposed in Tourism and Event Management. The Hospitality Administration Program recently became accredited. During the accreditation process, members of the visiting team indicated there were too many required core courses in the degree program and not enough flexibility for the students to choose career areas of interest within the degree program. Following that advice, the HA Program is preparing to divide the curriculum into 3 emphases.

- D. How often will the course be offered.** Once each academic year.
- E. How will the course be staffed?** Current Parks, Recreation and Hospitality faculty.
- F. When applicable, state with which departments you have specifically coordinated this change?** None, but there are no prerequisites and the hospitality faculty would welcome other majors desiring to take the course as an elective.
- G. How does this course integrate with the assessment process of the department?**

This course will cover the following standards adopted by the Accreditation Commission for Programs in Hospitality Administration listed in the Hospitality Administration Assessment Plan. Students will have "knowledge and understanding of the general principles of the following areas and specific applications in hospitality management:

- historical overview of the hospitality industry and the profession,
- marketing of hospitality goods and services,
- ethical considerations and socio-political influences affecting organizations,
- provision of sufficient areas of specialization to allow student to develop individual interests and talents.

Learning outcomes will be measured through exams questions, case study and paper.



HA/RP 2133 Introduction to Travel and Tourism

Hospitality Mission Statement

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration and provide a foundation for professional growth and development.

This is achieved by:

- Providing knowledge and skills 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.

Recreation and Park Administration Mission Statement

The mission of the Recreation and Park Administration Program is to educate Recreation and Park professionals for self, community and society.

Catalog Description:

An introduction to travel and tourism, its components and relationship to the hospitality and recreation industries. 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.

Learning Outcomes and Assessment Methods

Course Number	Course Title	ACPHA Standards	Learning Outcomes	Artifacts
HA/RP 2133	Introduction to Travel and Tourism	Historical overview of the hospitality industry and the profession.	Students will <i>demonstrate</i> knowledge of the history of travel and tourism.	Exam questions.
		Marketing of hospitality goods and services.	Students will <i>recognize</i> the role of marketing in the travel and tourism industry.	Exam questions.
		Ethical considerations and socio-political influences affecting organizations	Students will <i>identify</i> the social and political components of the travel and tourism industry.	Case study
		Provision of sufficient areas of specialization to allow student to develop individual interests and talents.	Students will <i>recognize</i> the role of travel and tourism in the hospitality industry.	Paper.

Text:

Goeldner, C. R. & Ritchie, J. R. B. (2006). *Tourism: Principles, practices, philosophies* (10th ed.). Hoboken, New Jersey: Wiley.

Note: The 11th edition is due out October 2008.

Course Outline

<i>Week</i>	<i>Topic</i>	<i>Reading</i>	<i>Assignments</i>
1	Tourism overview and careers	Chapter 1 – 3	
2	Tourism history	Chapter 2	
3	Test 1		
4	Tourism organization	Chapters 4 – 5	
5	Tourism organization	Chapters 6 – 8	
6	Test 2		
7	Understanding travel behavior	Chapters 9 – 10	
8	Understanding travel behavior	Chapter 11	
9	Test 3		
10	Tourism supply and demand	Chapters 12 – 13	
11	Economic impact and policy	Chapters 14 – 15	
12	Tourism Planning and the environment	Chapters 16 – 17	
13	Test 4		
14	Travel Research and Marketing	Chapters 18 – 19	
15	The future of tourism and course overview.	Chapter 20	
16	<i>Final Exam Week</i>		