

## PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: Parks, Recreation and Hospitality Administration (PRHA)

Date submitted: August 18, 2008

Request for: Course ~~addition~~ *change*

Submitted by: Theresa Herrick

Approved by: Department Head: *Theresa Herrick*

Dean of School: *Willy Hoefler*

Reviewed by: Registrar: *Tammy Luodes*

Vice President: \_\_\_\_\_

- I. **Catalog description:** An examination of the tourism planning process and techniques. Topics include tourism as a system, levels of planning, environmental, cultural and economic components, attractions, transportation, infrastructure and marketing.

**This course currently exists as RP 4033 Tourism Planning with the current catalog description for RP 4033. However, the PRHA faculty wanted to cross list the course with Hospitality Administration and renumber it to fit a series of courses in the new Tourism and Event Management emphasis in Hospitality Administration. Hospitality already had a course with the number HA 4033 Legal Aspects of Hospitality Administration.**

Number: HA/RP 3133

Title for Catalog: Tourism Planning

Title for Inventory: Tourism Planning

Effective date or term: Fall 2009

*apcc 9/19/08*  
*apfs 10/8/08*

## **II. Justification and feasibility of course:**

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

1. Students will *describe* the tourism resources of a region or destination.
2. Students will *define* a market for a region or destination.
3. Students will *plan* a regional destination tourism model.
4. Students will *define* a tourism system.

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 second of two tourism courses offered to majors in Parks, Recreation and Hospitality Administration. Tourism is an important component of the recreation and hospitality industries. Tourism is the second largest industry in Arkansas and there is a growing market for graduates with knowledge and expertise in the tourism business. Tourism is identified as a career path for Parks, Recreation and Hospitality majors in their introductory courses and the department offers several planning courses, but there is no other course with this specific content.

### **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 their recommendation, the HA Program is

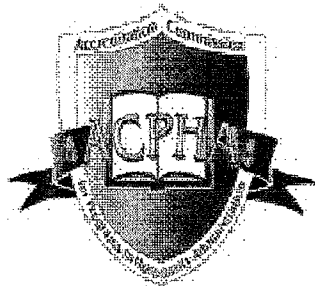
preparing to divide the curriculum into 3 emphases to offer hospitality students some options in their major.

- 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 Parks, Recreation and 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:

- marketing of hospitality goods and services,
- administrative processes, including the integration of analysis and policy determination at the overall management level,
- provision of sufficient areas of specialization to allow student to develop individual interests and talents.

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



## **HA/RP 3133 Tourism Planning**

### **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 examination of the tourism planning process and techniques. Topics include tourism as a system, levels of planning, environmental, cultural and economic components, attractions, transportation, infrastructure and marketing.

## Learning Outcomes and Assessment Methods

Course number	Course title	ACPHA Standards	Learning Outcomes	Artifacts
HA/RP 3133	Tourism Planning	Marketing of hospitality goods and services.	Students will <i>describe</i> the tourism resources of a region or destination	Case study
			Student will <i>define</i> a market for a region or destination	Class project
		Administrative processes, including the integration of analysis and policy determination at the overall management level.	Students will <i>plan</i> a regional destination tourism model.	Class project
		Provision of sufficient areas of specialization to allow student to develop individual interests and talents.	Students will <i>define</i> a tourism system	Exam questions

### Text

Gunn, C. A. and Var, T. (2002). *Tourism planning: basics, concepts, cases* (4<sup>th</sup> ed.). New York: Routledge. Additional reading may be assigned.

## Course Outline

Week	Topic	Reading	Assignment
1	Tourism and Tourism Planning	Chapter 1	
2	The Tourism System and Ecotourism	Chapters 2 and 3	Region or Destination Presentation Assigned
3	Policy	Chapter 4	Test 1
4	Regional Planning Concepts	Chapter 5	Study region chosen
5	Regional Planning Concepts	Chapter 5 and 6	Regional Tourism Factor Paper Assigned
6	Destination Planning Concepts	Chapter 7	
7	Destination Planning Concepts	Chapter 7 and 8	Destination Zone Paper Assigned.
8	Site Planning Concepts	Chapter 9 and 10	
9	Field Trips		Test 2
10	Field Trips		
11			Regional Tourism Factor Paper Due. Regional Tourism Plan Assigned.
12	Region or Destination Presentations		Work on Tourism Plans
13	Region or Destination Presentations		Work on Tourism Plans
14	Region or Destination Presentations		Work on Tourism Plans
15	Tourism Plans Presented		Tourism Plans Due
16	Tourism Plans Presented		