Course Syllabus

Department: Department of Business

Date: January 19, 2103

I. Course Prefix and Number: BUS 100

   Course Name: Introduction to Tourism

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of 'C' or higher. This course is designed to provide an overview of the Tourism Industry. The student will be exposed to the various components which comprise Tourism. There will be opportunities for the student to observe the Tourism Industry thorough field experiences. This course provides the basis for further study in the Hospitality Programs. Students enrolled in this course, as an elective, will have the opportunity to explore another business-related field as a career option.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This is a required course for the Associate in Science Sports Studies degree, the Associate in Science Tourism Studies degree as well as for the Associate in Applied Science Tourism Management degree. It serves as a Business elective in all Business degree programs and a general elective in all other degree programs.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

   - Identify the diverse Tourism career opportunities
   - Define the components of the Tourism Industry
   - Differentiate between a community and a destination
   - Identify the elements necessary for a destination
   - Classify different types of visitors
   - Explain the Tourism Industry’s potential economic impact
   - Relate current news items to course content

   College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

   ☒ writing          ☒ computer literacy
   ☐ oral communications ☐ ethics/values
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>eg: writing Reading</td>
<td>eg: student will complete a research paper</td>
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<tr>
<td>Information Resources, computer literacy</td>
<td>Tests and quizzes and assigned textbook readings</td>
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<tr>
<td>Critical Thinking, Reading, Writing (provides the opportunity for submission and revision)</td>
<td>Current Event Curator written reports and homework assignments</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

- The Power of Travel, U.S. Travel Association
  - Current articles/topics

Methods of Instruction (e.g. Lecture, Lab, Seminar …):

- Lecture
- Internet resources
- Class projects
- Written Assignments
- Discussions
- Guest Speakers
- Attendance at professional meetings/events
- Volunteer opportunities

V. General Outline of Topics Covered:

- The diversity of the Tourism Industry
- Various career opportunities available in the Tourism Industry
- Experiential expenditures and support service expenditures as the two basic components for Tourism.
- Travel motivations and the visitor experience.
The historical development of tourism.

Contemporary issues affecting the Tourism Industry.

Destination Tourism

The economic impact of Tourism.

The concept of “Sense of Place”.

The role a community’s heritage, culture, history, natural and commercial attractions provide for the basis for destination development.

The role of marketing and promotion in destination tourism.

How the Tourism Industry is structured in the world, United States, New York State, and the Finger Lakes Region.

The differences between Tourism Development and Tourism Promotion.

The role of a destination marketing organization.

The role of Tourism in the quality of life for residents of a community.

The current, dynamic and pervasive nature of Tourism.

Overview of the Sport Tourism Industry

Overview of the Event Management Industry.

Participatory sports tourism and event-based sports tourism.

The role Sports and Events in destination tourism.

The career opportunities in Sports and Event Management.