Course Syllabus

Department: Department of Business

Date: January 19, 2013

I. Course Prefix and Number: BUS 260

   Course Name: Tourism Seminar

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

   Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of ‘C’ or higher.

The Tourism Seminar is a capstone course designed to provide Tourism students with an opportunity to integrate theory and principles learned in other required courses. This knowledge will be applied to an authentic Tourism project or destination in New York State. The students will work as a team with an assigned mentor from the field to research, evaluate, synthesize information and create an appropriate document. This document will be submitted to the professional mentor for their input and evaluation. The document will include research findings and recommendations.

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

This is a required course for the Associate in Applied Science Tourism Management. 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…)

- Apply academic theory to authentic tourism models.
- Analyze current destination tourism initiative.
- Identify tourism issues and concepts present in the destination
- Formulate suggestions that may assist the destination in development and/or marketing
- Relate with tourism professionals
- Demonstrate professional decorum.
**College Learning Outcomes Addressed by the Course:** (check each College Learning Outcome addressed by the Student Learning Outcomes)

- [x] writing
- [x] computer literacy
- [x] oral communications
- [x] ethics/values
- [x] reading
- [x] citizenship
- [ ] mathematics
- [x] global concerns
- [ ] critical thinking
- [x] information resources

**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>
</tr>
</thead>
<tbody>
<tr>
<td>eg: writing Reading, Writing (ability to submit and revise), oral communication, information resources, computer literacy, critical thinking</td>
<td>eg: student will complete a research paper Types of tourism team project that culminates with a PowerPoint presentation</td>
</tr>
<tr>
<td>Citizenship, Ethics, Reading, Writing (ability to submit and revise), Information resources, Computer literacy</td>
<td>In depth research paper regarding Heritage tourism and its impact upon a community and its citizens.</td>
</tr>
<tr>
<td>Reading, Information resources, computer literacy, critical thinking, global concerns</td>
<td>Current event curator articles to be presented in class; at least one focusing upon tourism in a foreign country</td>
</tr>
</tbody>
</table>

**IV. Instructional Materials and Methods**

**Types of Course Materials:**

- Professional Association Publications
- Internet resources
- Current Periodicals

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

- Lecture
- Written Assignments
- Case Study Analysis
- Authentic Projects/Assignments
- Discussions
- Field Experiences
V. General Outline of Topics Covered:

- Community Tourism as a strategy for destination formation and development
- Regionalism
- Various types of tourism
- Cultural/heritage tourism
- Applicable, current topics – these will vary depending upon the state of the industry.