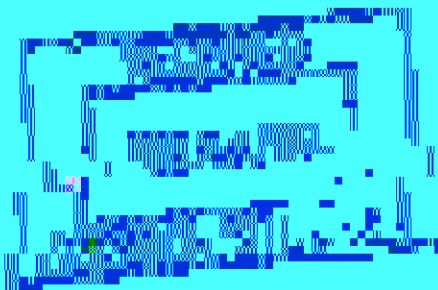


...pertaining to international or U.S. domestic



Part II. Description of the Curriculum Change

B. Summary of Proposed Changes

Analyze the economic and social impact of tourism; its promotion and implementation. Acquaint students with services needed by tourists, the role of the travel agent and organizations pertaining to tourism.

(2) **New Course / Catalog Description:**

Introduces the student to concepts pertaining to international and domestic

tourism. Course examines the economic, social, and cultural aspects of tourism as well as how destinations are marketed.

(3) **Old Prerequisite:** HR 101, Majors Only

New Prerequisite: None

(4) **Objectives Revised.**

C. Justification / Rationale for Revision

During the course of the past sixteen years, when this course was first approved for instruction, the global economic and tourism environment has changed dramatically. Tourism exists today in countries that, at the time of initial course

I. **Catalog Description**

HR 115 Introduction to Tourism

3 credits
3 lecture hours
0 lab hours
(3c-01-3cr)

Prerequisites: None

Introduces the student to concepts pertaining to international and domestic

C. Economic Impact of Tourism

(3 lectures)

1. Claims and counterclaims
2. Definition of regional economies
3. Measurement of economic impacts

1. Factors affecting environmental change
2. Examination of ecosystems

1. Examination of different cultures involved

J. Tourism Marketing (3.5 lectures)

1. Marketing plan development

2. Product life cycle development

3. Differences between tourism products and other goods

K. Image Development (3 lectures)

1. Components of image

3. Image assessment methods

L. Developmental Planning Revisited (3 lectures)

1. Developing an effective tourism plan
2. Concept of sustainable development
3. Concept of integrated development

V. Required textbooks, supplemental books and media

Gratner, W.C. (1996). Tourism Development: Principles, Processes, and Policies.

Van Nostrand Reinhold, New York, New York.

VI. Special Resource Requirements

None

VII. Bibliography

Burns, P., and Holden, A., (1995), Tourism: A New Perspective, Prentice Hall, Upper Saddle River, New Jersey.

Cook, P., Yolo, I., and Marcus, J. (1999). Tourism: The Business of Travel

Senate
62 Approval
5/3/83

FN 115

INTRODUCTION TO TOURISM

3 s.h.

~~Department of Food and Nutrition~~

Desired effective semester: Fall 1983

Approvals: Department Committee Chairperson

Ronald E. Simmons

Department Chairperson

Ronald E. Simmons

School Committee Chairperson

Henry J. Crippin

School Dean

Kathleen Jones

A. Description and Academic Need

A1. FN 115 Introduction to Tourism

3 s.h.

Analyze the economic and social impact of tourism: its promotion and

D. Tourism psychology and motivation

1. Why people travel
2. Barriers to travel

II. Tourism organization, supply and development

A. How tourism is organized

1. World tourism organization
2. Carrier and transport organizations
3. Transport clubs and organizations
4. Travel agencies
5. Parks, camping and marinas
6. Marketing and publicity

B. Tourism components and supply

1. Supply factors
2. Accommodations
3. Shopping
4. Recreation facilities
5. Entertainment

C. Tourism development

1. Fundamentals of development
2. Barriers to development
3. Managing development
4. State or government regulations

a. Promotional funds from government agencies

~~1. Private promotional funds~~

D. Tourism economics

1. ~~Direct effects of tourism~~

2. Indirect effects
3. Foreign involvement in tourism
4. Visits and visitors

E. Tourism research

1. Travel industry research utilization
2. Government research
3. Educational and university research
4. Trade journal research

III. Measuring and increasing demand

1. ~~Tourism demand~~

1. Demand characteristics
2. Measuring demand through tax collections
3. Projecting demands

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A4. This course does not require changes in content of existing courses.

oral reports and written exams.

A6. This course will be offered during Spring, 1983 as a special topics course.

A7. It is not to be a dual-level course.

A8. Do other higher education institutions currently offer this course?

Yes! Similar courses are offered by other colleges with Foodservice or Lodging Management.

Transylvania University: Tourism & Marketing Hospitality Services

University of New Haven: Tourism (HM 165)

Boston University: Tourism Management (MET HF 454)

University of Denver: Domestic & International Tourism (56-273)

Cornell University: Tourism (294)

D. Implementation

current situation:

- a. Faculty: adequate at the present time
- b. Space and Equipment: adequate at the present time
- c. Laboratory Supplies: Not applicable
- d. Library: reference books and journals are needed (See attached list E3)
- e. Local tourism agency will be used as a field trip site. Travel funds will not be necessary.

D2. How frequently do you expect this course to be offered?

Once per year.

D3. How many sections do you anticipate each time it is offered?

One section.

D4. How many students do you plan to accommodate in a section of this course?

18-24 students.

E. Miscellaneous

E1. Suggested Text

Tourism Principles, Practices and Philosophies
 Robert McIntosh
 Grid Inc., 1972
 Columbus, Ohio

E2. Reference Texts

The Cornell Quarterly (Have)
Statler Hall
Cornell University
Ithaca, New York 14850

Holiday Magazine (up to 1975)
1100 Waterway Boulevard
Indianapolis, Indiana 46202

The Travel Agent (Need)
2 West 46th Street
New York, New York 10036

Group Travel Magazine (Need)
Travel Press Syndicate, Inc.
33 East 46th Street
New York, New York 10017

Travel - Holiday (Have)
Travel Building
Floral Park, New York 11001

This course change does not affect other departments, therefore a letter of support was not obtained.