

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2008

Type of Action:

- New
- Modification
- Cancellation
- Move to Inactive (Stop Out)

Course Title: Introduction to Travel and Tourism

Course Alpha and Number: TS 101

Reason for initiating, revising, or canceling:

To update the course to reflect changes in course description, course content, student learning outcomes, assessment measures, and textbook.



Lawrence Lee

Proposer

August 7, 2008

Date

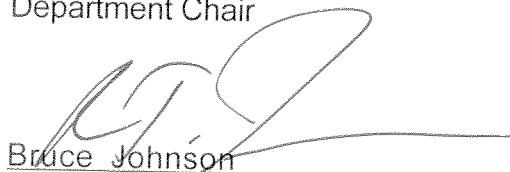


for Eric Plinske

Department Chair

August 7, 2008

Date



Bruce Johnson

English and Format Reviewer

8/22/08

Date



Dr. Debra Cabrera

Dean of Academic Programs and Services

8/22/08

Date

Northern Marianas College Course Guide

Course: TS 101 Introduction to Travel and Tourism

1. Department
Business

2. Purpose

As the basic introductory course in the A.A.S. Hospitality Management degree program, Introduction to Travel and Tourism is designed to introduce students to the nature, scope and significance of the travel and tourism industry. This course provides students with an overview of: the historical development of travel and tourism; the various components of the industry; the social, cultural, economic and other forces that impact the industry; the economic importance of tourism to local and international economies; current issues in tourism; the future of tourism; and local, national, regional and global tourism organizations and associations. Emphasis will be placed on the value and importance of the local CNMI tourism industry and its various related components.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Goeldner, Charles and Ritchie, J.R. Tourism: Principles, Practices, Philosophies. 10th ed.: New Jersey: John Wiley & Sons, Inc., 2006.

Readability level: 10

B. Contact Hours

1. **Lecture:** 3 hours per week / 45 per semester
2. **Lab:**
3. **Other:**

C. Credits

1. **Number:** 3
2. **Type:** Regular degree credits

D. Catalogue Course Description

This course is designed to introduce students to the nature, scope and significance of the travel and tourism industry. Introduction to Travel and Tourism provides students with an overview of: the historical development of travel and tourism; the various components of the industry; the social, cultural, economic and other forces that impact the industry; the economic importance of tourism to local and international economies; current issues in tourism; the future of tourism; and local, national, regional and global tourism organizations

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and associations. Emphasis will be placed on the value and importance of the local CNMI tourism industry and its various related components. English Placement Level: EN 083/084

E. Degree or Certificate Requirements Met by Course

This course is required for the A.A.S. in Hospitality Management.

F. Course Activities and Design

This course incorporates short lecture, discussion, simulations, reading assignments, small group activities, guest speakers, videos, oral presentations, field trips, and other related instructional activities.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: None

English Placement Level: EN 083/084

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary

Instructional resources needed for this course include whiteboard and markers, instructor's laptop, multimedia projector, DVD player, VCR, screen, DVDs, video tapes, appropriate reference materials, and photocopying.

6. Method of Evaluation

Student grades will be based on the regular letter grade system as described below:

A: Excellent – grade points: 4.0;

B: Above average – grade points: 3.0;

C: Average – grade points: 2.0;

D: Below average – grade points: 1.0;

F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Introduction to Tourism
 - 1.1 History, definitions and overview of the industry
 - 1.2 Components of tourism and tourism management
 - 1.3 The various approaches to studying tourism
 - 1.4 The economic importance of tourism
 - 1.5 Benefits and costs of tourism
 - 1.6 Career opportunities available in the tourism industry
- 2.0 Tourism Organizations
 - 2.1 International
 - 2.2 Regional
 - 2.3 National
 - 2.4 Local and Community
- 3.0 Passenger Transportation
 - 3.1 The importance of transportation in tourism
 - 3.2 The airline industry
 - 3.3 The domination of the automobile in travel
 - 3.4 The role of rail and motorcoach travel
 - 3.5 The cruise industry
- 4.0 Hospitality and Related Services
 - 4.1 The lodging industry
 - 4.2 The food service industry
 - 4.3 Current trends in resorts and timeshares
 - 4.4 The importance of meetings and conventions
- 5.0 The Travel Distribution Process
 - 5.1 Distribution system organizations and functions
 - 5.2 The role of travel agents
 - 5.3 The growing impact of the Internet on the distribution system
 - 5.4 The role of the tour wholesaler
- 6.0 Attractions, Entertainment, & Recreation
 - 6.1 Attractions and theme parks
 - 6.2 The gaming industry

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- 6.3 Public and commercial recreational facilities
- 6.4 Entertainment, festivals and events

- 7.0 Understanding Travel Behavior
 - 7.1 Motivation for pleasure travel
 - 7.2 Cultural factors in tourism
 - 7.3 Contributions of international tourism toward world peace
 - 7.4 Other tourist appeals
 - 7.5 Social effects of tourism
 - 7.6 Life characteristics and travel
 - 7.7 Barriers to travel

- 8.0 Tourism Supply, Demand, Policy, Planning and Development
 - 8.1 Principal economic effects of tourism
 - 8.2 Tourism components and supply
 - 8.3 Matching supply components with anticipated demand
 - 8.4 Spirit of hospitality and cultural resources
 - 8.5 Measuring and forecasting demand
 - 8.6 Tourism's global economic impact
 - 8.7 Tourism economic multipliers
 - 8.8 Purpose and importance of tourism policy
 - 8.9 Tourism policy structure, content and process
 - 8.10 Factors that determine the success of a tourism destination
 - 8.11 Goals of tourism development
 - 8.12 Relationship between tourism planning and tourism policy

- 9.0 Tourism and the Environment
 - 9.1 Importance of resource conservation and sustainable tourism development
 - 9.2 Benefits, importance, dangers and limitations of ecotourism
 - 9.3 Current environmental practices in the tourism industry

- 10.0 Essentials of Tourism Research and Marketing
 - 10.1 Role and scope of travel research
 - 10.2 The travel research process
 - 10.3 Tourism marketing mix
 - 10.4 Relationship between the marketing concept and product planning and development
 - 10.5 Market segmentation strategy

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8. Instructional Goals

This course will introduce students to:

- 1.0 The history and development of the travel and tourism industry and the factors affecting the growth, change, and globalization of the industry;
- 2.0 The various components of the travel and tourism system;
- 3.0 The economic and non-economic impacts of tourism on host destinations;
- 4.0 The travel motivation, cultural factors and social effects of tourism;
- 5.0 The factors that influence the supply and demand of tourism for a particular destination;
- 6.0 The travel and tourism marketing mix, and market segmentation strategies;
- 7.0 The role and scope of travel research;
- 8.0 The importance of tourism planning and policy formulation to the competitiveness and sustainability of a tourism destination;
- 9.0 The issues, trends, and concerns of travel and tourism development in the CNMI, United States, and the world.

9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Describe the history and development of the travel and tourism industry and the factors affecting the growth, change, and globalization of the industry;
- 2.0 Identify the various components of the travel and tourism system;
- 3.0 Explain the economic and non-economic impacts of tourism on host destinations;

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- 4.0 Describe travel motivation, cultural factors and social effects of tourism;
- 5.0 Describe the factors that influence the supply and demand of tourism for a particular destination;
- 6.0 Explain the travel and tourism marketing mix, and market segmentation strategies;
- 7.0 Describe the role and scope of travel research;
- 8.0 Explain the importance of tourism planning and policy formulation to the competitiveness and sustainability of a tourism destination;
- 9.0 Describe the issues, trends, and concerns of travel and tourism development in the CNMI, United States, and the world.

10. **Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Class attendance and participation;
- 2.0 Homework assignments;
- 3.0 Participation in field trips;
- 4.0 Quizzes, midterm, and final examination; and
- 5.0 Research project and oral presentation.