

Northern Marianas College

CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2018

Type of Action:

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

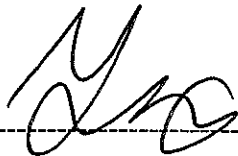
Course Alpha and Number: TS101

Course Title: Introduction to Travel and Tourism

Reason for initiating, revising, or canceling:

This course reflects changes to the student learning outcomes, the textbook edition, when the course is offered, the English placement level required, methods of evaluation, and in what programs the course is offered.

Yunzi Zhang

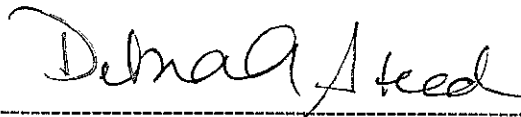


9/24/18

Proposer

Date

Debra A. Steed

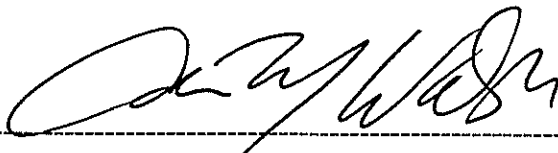


9/21/18

Department Chair

Date

Adam Walsh

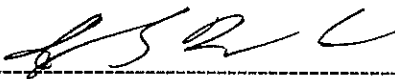


09.24.18

Language & Format Review Specialist

Date

Ajani Burrell

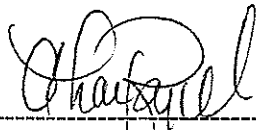


9/25/18

Academic Council Chair

Date

Charlotte Cepeda



9/28/18

Dean of Learning & Support Services

Date

Northern Marianas College

Course Guide

Page: 2

Course: TS101

1. Department

Business

2. Purpose

This course is designed to introduce students to the nature, scope, and significance of the travel and tourism industry. It overviews the historical development of travel and tourism, major industry components, economic, socio-cultural, and other forces that impact the industry. Students are exposed to current issues in regional and global travel. Major developments and challenges experienced by the CNMI tourism industry are emphasized throughout the course. The course serves to develop students' critical thinking in analyzing the various facets of a guest-host relation within tourism communities.

3. Description

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

Required:

Goeldner, C. & Ritchie, J. (2011). *Tourism: Principles, Practices, Philosophies*. 12th ed. John Wiley & Sons, Inc.

Readability Level: Grade 10

Recommended: N/A

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester

2. **Lab:** N/A

3. **Other:** N/A

C. Credits

1. **Number:** 3

2. **Type:** Regular degree credits

D. Catalogue Course Description

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Northern Marianas College

Course Guide

Page: 3

Course: TS101

E. Degree or Certificate Requirements Met by Course

This course is a requirement for the A.A.S. in Hospitality Management and In the Certificate of Completion in Hospitality Operations.

F. Course Activities and Design

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

4. Course Prerequisite(s); Concurrent Course Enrollment

Prerequisites: N/A

Concurrent Course Enrollment: N/A

Required English/Mathematics Proficiency Level(s)

English Placement Level: EN095

Mathematics Placement Level: N/A

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.

Needed instructional resources required for this course include: white board and markers, multimedia projector and screen, access to scholarly articles in tourism research.

6. Method of Evaluation

Student learning will be evaluated based on group activities, homework assignments, midterm and final exams. NMC's grading and attendance policies will be followed.

Northern Marianas College

Course Guide

Page: 4

Course: TS101

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 Overview of tourism history
- 1.2. Components of tourism industry and management
- 1.3 The economic importance of tourism
- 1.4 Career opportunities available in the tourism industry

2.0 Tourism Organizations

- 2.1 International organizations
- 2.2 Regional organizations
- 2.3 National organizations
- 2.4 Local and community organizations

3.0 Passenger Transportation

- 3.1 The importance of transportation in tourism
- 3.2 The airline industry
- 3.3 The domination of the automobile and railway in travel
- 3.4 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 the MICE industry

5.0 The Travel Distribution Process

- 5.1 Global distribution systems of travel
- 5.2 The role of travel agents
- 5.3 The growing impact of online travel agents

6.0 Attractions, Entertainment, and Recreation

- 6.1 Attractions and theme parks
- 6.2 The gaming industry
- 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 Tourism's role in global peacemaking
- 7.4 Social impacts of tourism

Northern Marianas College

Course Guide

Page: 5

Course: TS101

7.5 Barriers to travel

8.0 Tourism Planning and Development

- 8.1 Principal economic effects of tourism
- 8.2 Forecasting tourism supply and demand
- 8.3 Spirit of hospitality and cultural resources
- 8.4 Purpose and importance of tourism policy
- 8.5 Successful determinants of tourism destinations

9.0 Tourism and the Environment

- 9.1 Importance of resource conservation and sustainable tourism development
- 9.2 Benefits and limitations in ecotourism development
- 9.3 Current environmental practices in the CNMI tourism environment

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 Tourism marketing concepts and strategies

Northern Marianas College

Course Guide

Page: 6

Course: TS101

8. Instructional Goals

The course will introduce students to:

- 1.0 The history and development of the travel and tourism 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 impacts 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-making in sustainable tourism development; and
- 9.0 The issues, trends, and concerns of travel and tourism development in the CNMI, United States, and the world.

Northern Marianas College

Course Guide

Page: 7

Course: TS101

9. Student Learning Outcomes

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

- 1.0 Explain the history and development of the travel and tourism industry, its role in globalization and in contemporary society;
- 2.0 Identify key players and components of the travel and tourism system;
- 3.0 Evaluate the economic and non-economic impacts of tourism on host destinations;
- 4.0 Compare and contrast tourism marketing mix and segmentation strategies;
- 5.0 Evaluate the importance and scope of travel research;
- 6.0 Identify the process and explain the importance of systematic tourism planning;
- 7.0 Assess the trends, issues, and challenges faced by tourism communities in the CNMI, United States, and the world.

10. Assessment Measures of Student Learning Outcomes

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

- 1.0 Group Activities;
- 2.0 Homework Assignments;
- 3.0 Midterm and Final Examinations