School of Human Sciences

HMS 202 – Travel and Tourism

Spring 2011

Instructor: Julie Wiersig

Course Time & Location: Web

Office: HMS North

Office Hours: by appointment

Online Office Hours: Thursdays 8:00 – 9:00 p.m.

Office Phone: 936-468-1175

Credits: 3

Other Contact Information: Email: juliew@sfasu.edu

Prerequisites: None

I. Course Description

Overview of the vast scope of the tourism industry, historical perspective, analysis of the industry as a profession, professional opportunities and future outlook.

The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

• Deliver an academic program that attracts non-traditional students as well as traditional students seeking an education at Stephen F. Austin.

• Prepare individuals for entry-level employment in the vast hospitality industry.

• Meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling, and mobility.

• Provide industry with well-prepared, qualified personnel.
II. Intended Learning Outcomes/Goals/Objectives:

The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the Texas hospitality field.
  - As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. Students will become familiar with the Texas travel and tourism industry in this course.
- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations.
  - During this course each student will be exposed to a wide variety of guest speakers. I will strive to help each student understand their role in the travel and tourism industry, regardless of major or career goals.
- Collaborate with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit.
  - Outside resources will be employed to enhance the curriculum of this course through the use of guest speakers, video and world wide web.
- Engage in outreach services.
  - Each student will have an opportunity to contribute to the travel and tourism field through an optional extra credit outreach project.
- Conduct research to advance knowledge and to contribute to the common good.
  - The final paper/presentation should be the student’s original work. Students will be encouraged to choose a destination that is relevant to their own interests and relates to current trends in the field of travel and tourism.

Program Learning Outcomes:

1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.

2. The student will exhibit the *professional behavior* (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.

3. The student will demonstrate competence in his/her specific discipline using oral and written forms.

5. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

Student Learning Outcomes:

Upon successful completion of the course, the student will:

- Understand and explain the basic definition of tourism
• Identify trends impacting tourism and travel.
• Identify the factors that impact mobility.
• Identify the major participants and forces shaping the tourism industry.
• Understand why tourism should be studied from the systems approach.
• Identify future challenges and opportunities facing the tourism industry.
• Evaluate the career prospects in the tourism industry.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

Course Assignments/Activities: In-class/out-of-class assignments and quizzes (may be announced or unannounced), project/presentation, and four examinations.

Instructional strategies may include: online learning modules, class discussions, group participation, guest speakers, and videos.

Use of Technology may include: Blackboard (MyCourses), internet assignments/activities/research, and word processing.

1. HMS 202 is a fully online course. Information notices will be posted on the course home page. The homepage includes icons for class assignments, discussion board questions, and grades. Students are strongly encouraged to contact the instructor and/or other students via the homepage mail icon, chats, and/or discussion postings.

2. Course content is delivered via learning modules, assigned readings, assignment, and discussion board questions directly relevant to the course content. Students should check the homepage on a daily basis for notices, mail, and assignments. Neglecting to check the homepage is NOT a valid excuse for missing an assignment due date.

3. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date.
4. Assignments that are posted on the Blackboard Learning Management System are predominately saved in the Word 2007 format. Students should make arrangements to secure the “patch” that will enable them to open these documents in advance, if they do not currently have or anticipate having access to the Word 2007 software. It would be virtually impossible for the instructor to save work in multiple formats to accommodate for all individual software available.

IV. Evaluation and Assessments (Grading)

The course is graded on a letter grade basis (A-F). Final grade will be determined by a percentage of total required points for the course. (total of 788 points)

A=90-100% of required points; B=80-89%; C=70-79%; D=60-69%; F=0-59%.

(Final points may vary slightly due to pop quizzes and/or in class participation).

Assignments & Quizzes (170 points)

Throughout the semester you will be given assignments to complete. NO LATE HOMEWORK will be accepted. THERE ARE NO MAKEUPS ON ASSIGNMENTS AND QUIZZES. Homework, assignments and quizzes are worth a total of 170 points. It is your responsibility to keep up with the reading.

Assignments include: (total of 120 points)

1. Syllabus Quiz 10 points

   A brief quiz covering the content from the syllabus.

   Due online by January 30 at 11:30 p.m.

2. Student Introduction 10 points

   An online student introduction. Please include information about your hometown, major, and interest in travel and tourism. Due online by January 30 at 11:30 p.m.

3. “This place matters” assignment 25 points
Each student will download a “this place matters” sign and explore the reasons place matters in relation to the tourism industry. You will photograph yourself holding the sign in a place that matters to you. You will write a one-page paper articulating why place matters and how heritage tourism is an important part of the tourism industry. Due online by February 6 at 11:30 p.m.

4. Transportation assignment 25 points

Students will pick a city pair and research cost related to transportation between the city pair. You will download transportation worksheet and answer questions related to internet research on the assignment. Due online by February 27 at 11:30 p.m.

5. Texas Forest Trail Assignment 25 points

Students will visit the Texas Forest Trail Region website and answer questions related to East Texas destinations. Due online by April 3 at 11:30 p.m.

6. International Tourism & Technology 25 points

Students will read blogs from Summer 2009 Study Abroad students and evaluate effectiveness of technology for conveying information about international destinations. Due April 20 at 11:30 p.m.

Assignment format: All posted assignments must be typed in 12 point, Times New Roman font. Assignments should be posted in assignment box provided, unless otherwise noted in instructions. Handwritten or assignments not turned in online in any part are non-acceptable. Having problems with the computer and/or printer, or failing to view the assignment are unacceptable reasons for failing to complete an assignment on the due date. Do not request to turn in an assignment late for any of these reasons.
Discussions & Talk Backs (68 points)

Each Learning Module will have a Discussion Question, and many will have Talk Back to Dr. Runnels quizzes. You must post to the discussion board before the Learning Module closes. NO LATE POSTINGS OR TALK BACKS WILL BE ACCEPTED.

Discussion board points. Students must post discussion question responses directly to the discussion board by due date/time for credit. Do not e-mail discussion board responses to the instructor. No credit will be given for e-mail responses. Responses must be informative and answer all parts of the discussion to earn full credit.

Discussions include: (total of 50 points)

Chapter 1 Discussion  5 points

What type of tourist do you think you are? What do you like to do when you travel? Do you agree that time and money are barriers to travel? Why? Due online by January 30

Chapter 2 Discussion  5 points

What are your top three destinations? What type of tourist are you? Due online by February 6

Chapter 12 Discussion  5 points

Read the online article from Natural History Magazine. The article mentions the greatest danger facing National Parks. What is this danger, and do you agree? In a technological age with cell phones and virtual tours can National Parks endure? Why or why not? How can technology aid in giving people access to National Parks

Due online by February 6.

Chapter 4 Discussion  5 points

After visiting both Hotwire and Expedia, would you be willing to use the services of an opaque travel agency? Why or why not? Have you ever used Hotwire or Priceline before? Do you think it is too big of a gamble? Why or why not? Due online by February 20

Chapter 5 Discussion  5 points

Make sure you read the website about Mary Colter. She created the image of the southwest that appealed to many tourists. Was there anything in the article that surprised you? Did the connection between tourists
accommodations and the railroad surprise you? What was your general reaction to the article? *Due online by February 27*

**Chapter 7 Discussion  5 points**

Pick One of the following questions to answer: 1) The IACC has strict guidelines for conference centers. Why do you think this is? Which of the guidelines surprised you the most? 2) Do you think hotel packages work to attract customers? If you could design a hotel package, what might it include? *Due online by March 6*

**Chapter 8 Discussion  5 points**

Have you had any neat experiences with food during a trip? What did you eat and where were you? Why do you think the Epcot Wine and Food Festival takes place annually in late September? Who is the target audience? *Due online by March 13*

**Chapter 9 Discussion  5 points**

The term "heritage attraction" is often subjective. While 50 years is the key date for something to be considered historic, newer sites may also have meaning. What non-traditional site would you name as a historic attraction? Why? *Due online by March 27*

**Chapter 11 Discussion  5 points**

The NPR report on tourism in Afghanistan is now nearly 5 years old. Do you think tourism can ever return to Afghanistan? Why or Why not? You should have looked at the economic impact of tourism on your home county. Click this link to find your county level report. Did the figure surprise you? Why or Why not? *Due online by April 10*

**Chapter 14 Discussion  5 points**

What tourism trend do you see emerging over the next 5 years? How can tourism providers get ready for an influx of baby boomers and their extended families? *Due online by April 24*

**Talk Back Quizzes (18 points total)**

Talk back quizzes are your opportunity to talk to Dr. Runnels about Learning modules. You will answer short questions over your comprehension of the modules and then have a chance to ask any questions about the course you may have.
**Talk Back Learning Module 2** 3 points
Due February 6

**Talk Back Learning Module 4** 3 points
Due February 20

**Talk Back Learning Module 7** 3 points
Due March 13

**Talk Back Learning Module 9** 3 points
Due April 3

**Talk Back Learning Module 11** 3 points
Due April 10

**Talk Back Learning Module 14** 3 points
Due April 24

**Exams (4 @ 100 points each)** The exams will cover the material in your textbook as well as information that has been presented in lecture and in the content modules. They are designed to gauge your progress toward mastering the assigned material. The exams are worth a total of 400 points. **NO MAKEUP EXAMS WILL BE GIVEN. YOUR EXAM GRADES WILL BE AVERAGED TO COUNT FOR THE MISSING GRADE. IF YOU MISS MORE THAN 1 EXAM, YOU WILL GET A GRADE OF 0 FOR EACH ADDITIONAL EXAM YOU MISS.**

**Scores on exams.** There will be 4 exams during the semester, both of which will be administered via MyCourses. Students must contact the instructor prior to the exam date if rescheduling is necessary for a compelling reason. All exams must be made up within 4 class days or a grade of zero will be recorded.
Exams include: (total of 400 points)

Exam 1  100 points (Chapters 1, 2, and 12)

*Introduction to Tourism, Marketing Tourism, Environmental Aspects of Tourism*

*Exam will be given February 11 and available from 8:00 a.m. until 8:00 p.m. Students will be given 30 minutes to complete the exam.*

Exam 2  100 points (Chapters 4-7)

*Tourism Service, Transportation and Technology, Accommodations*

*Exam will be given March 4 and available from 8:00 a.m. until 8:00 p.m. Students will be given 30 minutes to complete the exam.*

Exam 3  100 points (Chapters 8-9 and Texas Destinations)

*Attractions and Entertainment, Culinary Tourism, Texas Destinations.*

*Exam will be given April 1 and available from 8:00 a.m. until 8:00 p.m. Students will be given 30 minutes to complete the exam.*

Exam 4  100 points (Chapters 11-14)

*Economic and Political Aspects of Tourism, International Tourism, Tourism Trends, Future of Tourism.*

*Exam will be given April 22 and available from 8:00 a.m. until 8:00 p.m. Students will be given 30 minutes to complete the exam.*

Tourism Trend Project and Presentation (200 points)

You will choose a tourism trend to research and analyze. You will sign up online to work in online groups no larger than 5 for the research and presentation. Everyone will turn in an individually written 3-5 page paper. You will collectively upload a presentation of your tourism trend. The tourism trend should be relevant to your own interests. All topics should be approved and groups determined before work begins. Please see attached grading rubric for presentation.
NOTE: Further explanation of assignments will be discussed in class and/or during office hours on an individual basis. Also, tutors are available for assistance through Academic Assistance and Resource Center (AARC) located in the Steen Library.

**Grading Criteria**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Examinations (4)</td>
<td>400 pts</td>
</tr>
<tr>
<td>Daily work/Homework &amp; Quizzes</td>
<td>120 pts</td>
</tr>
<tr>
<td>Tourism Trend</td>
<td>200 pts</td>
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<tr>
<td>Talk Backs/Discussions</td>
<td>68 pts</td>
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<tr>
<td><strong>Total points</strong></td>
<td>788 pts</td>
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<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>788-709</td>
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<tr>
<td>B</td>
<td>708-630</td>
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<tr>
<td>C</td>
<td>629-552</td>
</tr>
<tr>
<td>D</td>
<td>521-474</td>
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<tr>
<td>F</td>
<td>under 474</td>
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There are enough daily points for YOU to impact your grade. The grade you receive is the grade you earned.

The grading scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
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<tr>
<td>B</td>
<td>89-80%</td>
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<tr>
<td>C</td>
<td>79-70%</td>
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<tr>
<td>D</td>
<td>69-60%</td>
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</table>
F: below 60%

A grade of A indicates excellent; B, good; C, average; D, passing; F, failure.
Instructions/Grading Rubric for Final Presentation/Paper

Instead of having a final exam, you will examine a trend in tourism and work as a group on an online presentation, then complete an individual paper. You will form into groups during the second week of the semester.

Your presentation should be NO MORE than 10-12 slides. Please give an overview of your tourism trend. You may decide to highlight certain activities, hotels, restaurants, attractions, issues and itineraries. If you like, you can include an estimate of what it would cost to take part in your tourism trend. Also, please mention what type(s) of tourist would be interested in your destination, and any other pertinent marketing information.

Finally, make sure your presentation is entertaining and informative.

The final paper should be 3-4 pages in length. I would like you to have at least 2 non-website citations (academic journals, magazine articles, etc). Note: academic journals and articles can be accessed online. Please use APA style for your bibliography.

Successful papers/presentations:

- Address the points in the presentation rubric (intro, issues, demographics, examples, and summary.
- Are informative
- Are organized
- Refer to the marketing materials you collected (either hard copy or online)
- Use correct spelling and grammar

HMS 202 Travel and Tourism Trends Presentation Rubric

<table>
<thead>
<tr>
<th>Points</th>
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**Presentation**

<table>
<thead>
<tr>
<th>Preparation, professionalism</th>
<th>10</th>
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<table>
<thead>
<tr>
<th>Use of teaching tools/technology/creativity</th>
<th>15</th>
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</table>
### Overall organization of slides

- spelling, grammar, time limit 10

### Content

- Brief overview of tourism trend 5
- Demographics – who is participating? 15
- Examples (websites, photos, etc) 15
- Marketing strategies, other issues 15

- Summary 5

- References and outline provided 5

**TOTAL 100**
V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>DATE</th>
<th>SUBJECT</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to course</td>
<td></td>
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<tr>
<td>January 19-23</td>
<td></td>
<td></td>
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<tr>
<td>Week 2</td>
<td>Tourism</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>January 24-30</td>
<td></td>
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<tr>
<td>Week 3</td>
<td>Introduction to Tourism/Marketing to the Traveling Public</td>
<td>Chapter 2</td>
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<tr>
<td>January 31-Feb.6</td>
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<tr>
<td>Week 4</td>
<td>Environmental And Social Aspects of Tourism</td>
<td>Chapter 12</td>
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<tr>
<td>February 7-11</td>
<td></td>
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<tr>
<td>February 11</td>
<td>EXAM 1</td>
<td>Chapters 1, 2, &amp; 12</td>
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<td></td>
<td>The exam is available 8 a.m. until 8:00 p.m. You will have 30 minutes to complete the exam.</td>
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<tr>
<td>Week 5</td>
<td>Bringing Tourism Services together</td>
<td>Chapter 4</td>
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<td>February 14-20</td>
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<tr>
<td>Week 6</td>
<td>Transportation &amp; Technology</td>
<td>Chapter 6 and part of Chapter 5</td>
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<tr>
<td>February 21-27</td>
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<tr>
<td>Week 7</td>
<td>Accommodations</td>
<td>Chapter 7</td>
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<tr>
<td>February 28-March 6</td>
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<tr>
<td>March 4</td>
<td>EXAM 2</td>
<td>Chapters 4, 5, 6, 7</td>
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<tr>
<td></td>
<td>The exam is available 8 a.m. until 8:00 p.m. You will have 30 minutes to complete.</td>
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<tr>
<td>Week 8</td>
<td>Culinary Tourism</td>
<td>Chapter 8</td>
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<tr>
<td>March 7-13</td>
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<tr>
<td>Week 9</td>
<td>Attractions and Entertainment</td>
<td>Chapter 9</td>
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<tr>
<td>March 21-27</td>
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<tr>
<td>March 23</td>
<td>LAST DAY TO DROP CLASSES</td>
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<tr>
<td>Week 10</td>
<td>Texas Destinations</td>
<td></td>
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<tr>
<td>March 28-April 3</td>
<td></td>
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</tbody>
</table>
April 1  |  EXAM 3  | Chapters 8, 9 and Texas Destination information
|       | The exam is available 8 a.m. until 8:00 p.m. You will have 30 minutes to complete. |

Week 11  |  Economic and Political Aspects of Tourism – Chapter 11 |
| April 4 – 10 |

Week 12  |  International Tourism/ Sustainable Tourism – Chapter 13 |
| April 11 – 17 |

Week 13  |  Future of Tourism – Chapter 14 |
| April 18 – 24 |

Week 14  |  EXAM 4 – Chapters 11, 13, and 14, plus international tourism |
| April 22 |

Week 14  |  Tourism Trend Presentations Due – May 6 |
| April 25 – May 1 |

May 8  |  Final Tourism Trend Paper Due by 6:00 p.m. – Goodbye and Good Luck! |

VI. Readings

Required textbook:


Current trade and peer-review journals, internet

VII. Course Evaluations:

Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!
In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:

Communications: I make every attempt to answer email and voice mail in a timely manner (within 24 hours). Please do not expect me to answer emails or voice mails over the weekend, or after office hours.

Attendance and Class Participation

Since learning is reciprocal, your participation in the class is essential to the instructional process and will be a factor in the determination of the final grade. Regular communication is expected.

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilitieservices/.

Academic Integrity

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.
Withheld Grades Semester Grades Policy (A-5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

IX. Other Relevant Course Information:

If you experience problems with MyCourses, please call Andra Floyd 936-468-1919 M-F 8-5.

If you believe that MyCourses or WebCT is experiencing technical difficulties, please visit http://sfaonline.sfasu.edu/status for solutions to problems.

Guidelines for Evaluating Students in the Hospitality Administration Program

What is an “A” Student?

- Consistently goes above and beyond what is required in the experience
• Displays initiative

• Looks up information on own before asking questions of staff

• Contributes meaningfully to the faculty

• ACTS enthusiastic, even if he/she does not feel that way at the time

• Is open to criticism without getting defensive

• Does not act like a “know it all”

• Displays maturity

• Is proactive - does not wait to be told to do everything; takes care of things before they become problems.

• Has good verbal and written communication skills

• Is willing to risk failure in order to learn something new

• Displays common sense

• Has strong “people skills”

• Is flexible

• Stays until the job is done - is NOT a “clock watcher”

Every student should not expect an “A”! It is the people who display the above characteristics, AS WELL AS HAVING SOUND TECHNICAL ABILITY AND THE THEORETICAL KNOWLEDGE who receives the “excellent” grade.

A grade of “B” or “C” should not be perceived as failure.

A grade of “B” means “good” and a grade of “C” means “average”. Not everyone is an “outstanding” student.

A grade of “D” or “F” is appropriate when a student does not perform, does not know basic information or display basic skills, or if a student has a “real” attitude problem.