Instructor: Dr. Mary Olle  
Office: HMS 106B  
Office Phone: 936-468-1873  
Prerequisite: None

Course Time/Location: Online through D2L  
Office Hours: T/W 10:00 – 11:30 online; or by appointment  
Credits: 3 credit hours  
Email: ollemary@sfasu.edu;  
Please email course correspondence through D2L

I. Course Description:
Investigation of the nature of travel and tourism, factors that impact mobility, travel/tourism related concepts and services, and impact on hospitality industry.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
This course supports the mission of the College of Education “to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development.”

THE COLLEGE OF EDUCATION VALUES AND GOALS ARE:
1. Academic excellence through critical, reflective, and creative thinking
2. Life-long learning
3. Collaboration and shared decision-making
4. Openness to new ideas, to cultural diverse people, and to innovation and change
5. Integrity, responsibility, diligence, and ethical behavior
6. Service that enriches the community

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.
4. The student will demonstrate a positive service attitude.
5. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

Student Learning Outcomes:
The course objectives provide an opportunity for learning to:
• 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:

Technology: Desire2Learn, internet assignments/activities/research, and word processing.
1. HMS 202.501 is a fully online course. Informational notices will be posted on the homepage of the course.

2. Course content is delivered via learning modules, assigned readings, assignments, and discussion board questions directly related to the course content. **Students should check the homepage on a daily basis for notices, email, 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. Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment. Discrepancies in grades or assignments will not be considered during dead or finals week.

4. Assignments that are posted on D2L are predominately saved in Word format. The instructor must be able to open the file in order to receive a grade for the assignment.

5. Assignment format: All posted assignments must be typed in 12 point font, Times Roman font. Assignments should be posted in Dropbox provided, unless otherwise noted in instructions. Handwritten or assignments not turned in online in any part are not-acceptable. Having technical issues with computer/printer, or failing to view the assignments is unacceptable reasons for failure to complete an assignment by the due date. Do not request to turn in an assignment late for any of these reasons. Technical issues should be reported immediately through email and/or phone call to professor and D2L technical support (936-468-1919) – no matter what time of day!

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.

\[
\begin{align*}
615 - 553 &= 90\% = A \\
552 - 492 &= 80\% = B \\
491 - 430 &= 70\% = C \\
429 - 369 &= 60\% = D \\
368 - \text{below} &= F
\end{align*}
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**Assignments, Syllabus Quiz, Introductions (145 points)**

Throughout the session you will be given assignments to complete. **NO LATE HOMEWORK will be accepted.** **THERE ARE NO MAKEUPS ON ASSIGNMENTS OR EXAMS.** It is your responsibility to keep up with the reading.

1. **Syllabus Quiz** 10 points
   - Quiz covering the content from the syllabus.
   - Due Online: **Friday, July 13 by 11:30 p.m.**

2. **Student Introduction** 10 points
   - Online student introductions. Please include information about your hometown, major, and interest in travel and tourism. Due Online in Discussion by: **Friday, July 13 by 11:30 p.m.**

3. **Texas Forest Trail Region Assignment** 25 points
   - Visit and review the website and answer question related to the website.
   - Due Online in Dropbox by: **Friday, July 13 by 11:30 p.m.**
4. **Transportation Assignment** 50 points
   You will be researching Intermodal Transportation. Students will be randomly given a specific destination. For your given destination, you will detail cost and methods of transportation, necessary for you to depart from your hometown and arrive at your destination. Information for this assignment is posted in D2L Dropbox.
   Due Online in Dropbox by: **Monday, July 23 by 11:30 p.m.**

5. **This Place Matter Assignment** 50 pts
   You will identify a meaningful place (a business, a building, a specific location, etc.) that is significant to you. Download the “This Place Matters” sign, and take a picture of you at this location and submit a brief summary of its significance to you.
   Due Online in Dropbox by: **Wednesday, August 8 by 11:30 p.m.**

**Assignment format:** All submitted assignments must be typed in 12 point, Times New Roman font. Assignments should be posted in drop 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 is unacceptable for failing to complete an assignment on the due date. Do not request to turn in an assignment late for any of these reasons. If you have technology issues of any kind: Immediately notify me through an email in D2L and call tech support – Center for Teaching and Learning (CTL) at 936-468-1919 – no matter what time of day or night!

Topics to be discussed in the course include the following:

Discussion must be submitted by the posted due date to receive credit; responses should be concise but thorough. Grading the discussion post will be based on clarity of content, quality, timeliness, grammar, and punctuation. The rubric for grading criteria is attached to each assignment under the Discussion tool.

**Discussions topics/prompts:**

1. **Chapter 1 Discussion Future Opportunities and Challenges Facing Tourism** 10 points
   Chapter 1 provides discussion questions concerning opportunities and challenges facing the future of tourism as well as situations or problems identifying ethical and unethical behavior. Carefully read the section titled, “Tourism’s Challenges and Opportunities”, and select three (3) of the bulleted questions from the ‘challenges and opportunities’ section. Post the questions you have chosen and your responses in the Discussion section in D2L by the Due Date.

2. **Chapter 2 Discussion Intro to Tourism – What Type of Tourist Are You?** 10 points
   What type of tourist do you think you are? Access the website posted under the Discussion tool in D2L. Take the survey and respond to the questions. Post your results of the survey (what “type” of tourism you are) and whether or not you agree to the Discussion section in D2L by the Due Date.

3. **Chapter 3 Discussion Defining “Quality Tourism Service”** 10 points
   Defining “quality in service” can be difficult. After reading Chapter 3 Delivering Quality Tourism Service – How would you define “quality tourism service”? Give an example of when you received “quality tourism service”. Post your definition and example in the Discussion section in D2L by the Due Date.

4. **Chapter 5 Travel Technology** 10 points
Read the WTM London Global Travel Trends website, read the section titled, “Travel Technology Clicks and Mortar 2.0”. Post your responses to the discussion questions in the Discussion section in D2L by the Due Date.

5. Chapter 7 Discussion Global Village Bag Free Hassle Free 10 points
Read the WTM London Global Travel Trends website, read the section titled, “Global Village-Bag-Free, Hassle-Free”. Post your responses to the discussion questions in the Discussion section in D2L by the Due Date.

6. Chapter 8 Discussion – Food and Beverage 10 points
Have you had a neat or unique experience with food during a trip? After visiting the Epcot Wine and Food Festival website under the Discussion tool of D2L, post your response to the discussion questions in the Discussion section in D2L by the Due Date.

7. Chapter 14 Discussion – Where Do You See Tourism in the Future? 10 points
We have been discussing the economic, political, social and cultural impacts of tourism. For this discussion, respond to the following questions based on what you have learned this semester from the text, additional readings, current news, etc. You may state observations and/or professional opinions, but you must also cite your sources to back your opinion.
1. Will advances in technology replace the need for the human touch in the tourism industry?
2. Based on your knowledge of the tourism industry, what future services do you think will be developed to serve mass markets or specific market niches? Post your responses to the discussion questions in the Discussion section in D2L by the Due Date.

8. Open Travel Discussion If you are traveling or have traveled this semester, please share your experiences with the class, especially if they relate to topics we have been learning about and discussing (i.e. use of technology, concerns of sustainability, mass tourism, accommodations or food and beverage experiences). Please post appropriate pictures of your locations. Post your responses to the discussion questions in the Discussion section in D2L anytime during the semester; this is an optional assignment and will not be graded.

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. If you have technology issues of any kind: Immediately notify me through an email in D2L and call tech support – Center for Teaching and Learning (CTL) at 936-468-1919 – no matter what time of day or night! NO MAKEUP EXAMS WILL BE GIVEN.

Exams Dates: EXAMS will be on the following dates and times; it is in your best interest not to wait until the last minute to begin the exams! Once you have started, you will have 60 minutes to complete the exam. Modules covered in the exams will close at 7:30 am the day of the exam.

**Exam 1** 100 points (Chapters 1, 2, 3)
Exam will be available starting Tuesday, July 17 beginning at 8:00 a.m. until 11:30 pm. Once you start the exam, you will have **60 minutes** to complete the exam.

**Exam 2** 100 points (Chapters 4, 5, 6)
Exam will be available starting Tuesday, July 24 beginning at 8:00 a.m. until 11:30 pm. Once you start the exam, you will have **60 minutes** to complete the exam.

**Exam 3** 100 points (Chapters 7, 8, 9)
Exam will be available starting Tuesday, July 31 beginning at 8:00 a.m. until 11:30 p.m. Once you start the exam, you will have **60 minutes** to complete the exam.
Exam 4  **100 points** *(Chapters 11, 12, 13, 14)*

Exam will be available starting **Friday, August 10** beginning at **8:00 a.m. until 11:30 p.m.** Once you start the exam, you will have **90 minutes** to complete the exam.

**Grading Criteria**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Student Introduction</td>
<td>10 pts</td>
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<tr>
<td>Syllabus Quiz</td>
<td>10 pts</td>
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<tr>
<td>Texas Forest Trail</td>
<td>25 pts</td>
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<tr>
<td>Transportation Assignment</td>
<td>50 pts</td>
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<tr>
<td>This Place Matters Assignment</td>
<td>50 pts</td>
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<tr>
<td>Discussions</td>
<td>70 pts</td>
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<tr>
<td>Examinations (4)</td>
<td>400 pts</td>
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<tr>
<td><strong>Total points</strong></td>
<td>615 pts</td>
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</tbody>
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615 - 553 = 90\% = A \\
552 - 492 = 80\% = B \\
491 - 430 = 70\% = C \\
429 - 369 = 60\% = D \\
368 - below = F
\]

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

**Tuesday, July 10**
Getting Started Module
Student Introductions *Opens*
Syllabus Quiz *Opens*
Texas Forest Trail Website Assignment *Opens*

**Wednesday, July 11**
Chapters 1 – 3 Modules *Opens*
Chapter 1 - Intro to World’s Largest Industry, Tourism
Chapter 1 – Discussion Topic *Opens*
Chapter 2 – Marketing to the Traveling Public
Chapter 2 – Discussion Topic *Opens*
Chapter 3 – Delivering Quality Tourism Service
Chapter 3 – Discussion Topics *Opens*

**Friday, July 13**
**DUE:** Texas Forest Trail Assignment
**DUE:** Student Introductions
**DUE:** Syllabus Quiz Closes (11:30 pm)

**Monday, July 16**
**DUE:** Discussion for Chapters 1 – 3 (11:30 pm)

**Tuesday, July 17**
**EXAM I** – Chapters 1, 2, 3 (8:00 am – 11:30 pm)

**Wednesday, July 18**
Chapters 4 – 6 Modules *Opens*
Chapter 4 – Bringing Travelers and Suppliers Together (No Discussion)
Chapter 5 – Capturing Technology’s Competitive Advantages
Chapter 5 - Discussion Topic *Opens*
Chapter 6 – Transportation (No Discussion)
Transportation Assignment *Opens*

**Monday, July 23**
**DUE:** Discussion for Chapter – 5
**DUE:** Transportation Assignment

**Tuesday, July 24**
Chapters 4 – 6 Modules, Review Quizzes *Close* (7:30 am)
**EXAM II** - Chapters 4, 5, 6 (8:00 am – 11:30 pm)

**Wednesday, July 25**
Chapters 7 – 9 Modules *Opens*
Chapter 7 Accommodations
Chapter 7 – Discussion *Opens*
Chapter 8 Food and Beverage
Chapters 8 Discussion Topics *Opens*
Chapter 9 Attractions and Entertainment (No Discussion)
Monday, July 30
This Place Matters Assignment Opens
DUE: Discussion for Chapters 7 – 8

Tuesday, July 31
Chapters 7 – 9 Modules, Review Quizzes Closes (7:30 am)
EXAM III Chapters 7, 8, 9 (8:00 am – 11:30 pm)

Wednesday, August 1
Chapters 11 – 14 Modules Opens
Chapter 11 Economic and Political Impacts of Tourism (No Discussion)
Chapter 12 Environmental and Social/Cultural Impacts of Tourism (No Discussion)
Chapter 13 Sustaining Tourism’s Benefits (No Discussion)
Chapter 14 – The Future of Tourism
Chapter 14 - Discussion Topic Opens

Monday, August 6
DUE: Discussion for Chapter 14

Wednesday, August 8
DUE: This Place Matters Assignment

Thursday, August 9
Review for Final

Friday, August 10
Chapters 11 – 14 Modules, Review Quizzes Closes (7:30 am)
EXAM IV Chapters 11, 12, 13, 14 Opens: 8:00 am – Closes: 11:30 pm

VI. Readings
Required textbook:
New Jersey: Prentice Hall.

FEM Statement: There is NO FEM requirement in this course.
In this course you must purchase and activate the LiveText add-on, Field Experience Module (FEM),
PRIOR to your first day of field experience/clinical teaching. Failure to purchase and activate the account
and/or submit the required assignment(s) within the FEM system may result in course failure. FEM must
be purchased from www.livetext.com for a fee of $18.00 for a multiple year subscription.

LiveText Statement: There is NO Live Text assignment for this course.
The LiveText data management system is used to collect critical assessments for students who are
Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges
seeking educator certification through the Perkins College of Education. Students who do not have an
existing LiveText account will receive an access code via the SFA email system within the first week of
class. You will be required to register your LiveText account, and you will be notified how to do this via
e-mail. If you forward your SFA e-mail to another account and do not receive an e-mail concerning
LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail
SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext.
7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required
assignment(s) within the LiveText system may result in course failure.

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:
Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Attendance:
Due to collaborative and reflective nature of the course and the sequence of activities, students are required to actively participate in a professional manner. There are deadlines that must be met. No Late Assignments will be accepted.

In the case of emergencies, the student is responsible for contacting his/her professor in a timely fashion and apprising the professor of the situation. E-mail contact is typically the most efficient and reliable method of contact, however, when an emergency occurs in route, then a phone call is appropriate.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
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, 936-468-3004 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/disabilityservices/.

Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- 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 one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one's own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

Penalties for Academic Dishonesty
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, 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, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Student Code of Conduct: Policy 10.4
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 iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.

Additional Information:

To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:

1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, drivers license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at www.texas.ets.org/registrationBulletin/ <http://www.texas.ets.org/registrationBulletin/>). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder 936-468-1740 or snyderke1@sfasu.edu.

Acceptable Student Behavior
Student behavior, whether online or face-to-face should not interfere with the instructor’s ability to conduct the course 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 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 course. Students who do not login 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:
GENERAL INFORMATION – for face-to-face course
- Please arrive on time for class and stay the entire class period. Do not pack up belongings before the conclusion of class. Read assigned chapters and readings BEFORE coming to class. Be prepared to participate and fully engage in class discussion. Eating, drinking, and use of tobacco products are prohibited in all classrooms and instructional laboratories unless these are part of the instructional process. Please turn off AND put away all cell phones, pagers, beepers, ipods, PDAs, radios, cd-players, etc. It is your responsibility to be prepared for class.
- Read chapters BEFORE class to enhance participation and contribute to the learning environment.