School of Human Sciences  
HMS 202.501 Travel and Tourism  
SS II 2019

Instructor: Dr. Mary Olle  
Office: HMS N 106 B  
Office Phone: 936-468-1872  
Other Contact Information: 936-468-4502  
Course Time & Location: Brightspace  
Office Hours: 10:00 – 11:30 am TWTR; or by appointment  
Credits: 3  
Email: ollemary@sfasu.edu  
Please correspond through D2L

Prerequisites: None

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.

Course Justification:
HMS 202 (TRVM 2300) Introduction to Travel and Tourism
Travel and Tourism is a 3 credit hour lecture course taught online in a 15 - week period and is offered in the fall and spring semesters and online in a 10-week period. According to the SFA policy 5.4, one-semester hour of credit is granted for 750 minutes of classroom instruction and 1500 minutes of outside of class student work. This course is taught fully online utilizing the Brightspace learning system and includes online module lectures and assignments, power point projects, research projects related to the travel and tourism industry, textbook readings, online chapter quizzes and exams, meeting the required online instruction hourly requirements.

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.

Student Learning Outcomes:
The course objectives provide an opportunity for learning to:
• Understand and explain the basic definition of tourism
• Identify trends affecting tourism and travel.
• Identify the factors that affect mobility.
• Identify the major participants and forces shaping the tourism industry.
• Understand why study tourism 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 will be 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 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. 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.

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>615 – 553</td>
<td>A</td>
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<tr>
<td>552 – 492</td>
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<tr>
<td>491 – 430</td>
<td>C</td>
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<tr>
<td>429 – 369</td>
<td>D</td>
</tr>
<tr>
<td>368 – below</td>
<td>F</td>
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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 19 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 19 by 11:30 p.m.

3. **Texas Forest Trail Region Assignment 30 points**
   Visit and review the website and answer question related to the website. Due Online in Dropbox by: Friday, July 19 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 29 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: Monday, August 5 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 DID NOT 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**
Accessing the provided website link under the discussion tool, choose one (1) of the 7 Key Technology Trends Emerging in the Travel Industry for 2019. Which trend would you use and why? Post your responses to the discussion questions in the Discussion section in D2L by the Due Date.

5. **Chapters 12 – Green Global Travel 20 points**
Read the posted article “Carrying Capacity for leisure” and access the Green Global Travel website – Answer posted Discussion question concerning Mass Tourism and Carrying Capacity. Post your responses to the discussion questions in the Discussion section in D2L by the Due Date.

6. **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 site 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.

7. **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 23 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 30 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, August 6 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 16 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**

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<thead>
<tr>
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<th>Points</th>
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<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>30 pts</td>
</tr>
<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>60 pts</td>
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<tr>
<td>Examinations (4)</td>
<td>400 pts</td>
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**Total points** 610 pts

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<tr>
<td>610 – 549</td>
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<td>548 – 488</td>
<td>B</td>
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<tr>
<td>487 – 427</td>
<td>C</td>
</tr>
<tr>
<td>426 – 366</td>
<td>D</td>
</tr>
<tr>
<td>365 – below</td>
<td>F</td>
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**V. Tentative Course Outline/Calendar:**

**Tuesday, July 16**
- Getting Started Module
- Student Introductions Opens
- Syllabus Quiz Opens
- Texas Forest Trail Website Assignment Opens

**Wednesday, July 17**
- 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 19**
- DUE: Texas Forest Trail Assignment
- DUE: Student Introductions
- DUE: Syllabus Quiz Closes (11:30 pm)

**Monday, July 22**
- DUE: Discussion for Chapters 1 – 3 (11:30 pm)

**Tuesday, July 23**
- Chapter 1 – 3 Modules, Review Quizzes Closes (7:30 am)
- **EXAM I – Chapters 1, 2, 3 (8:00 am – 11:30 pm)**

**Wednesday, July 24**
- 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 29**
- DUE: Discussion for Chapter – 5
- DUE: Transportation Assignment

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

**Wednesday, July 31**
- Chapters 7 – 9 Modules Opens
- Chapter 7 Accommodations (No Discussion)
- Chapter 8 Food and Beverage (No Discussion)
- Chapter 9 Attractions and Entertainment (No Discussion)
Monday, August 5  
This Place Matters Assignment Opens

Tuesday, August 6  
DUE: This Place Matters
Chapters 7 – 9 Modules, Review Quizzes Closes (7:30 am)
EXAM III Chapters 7, 8, 9 (8:00 am – 11:30 pm)

Wednesday, August 7  
Chapters 11 – 14 Modules Opens
Chapter 11 Economic and Political Impacts of Tourism (No Discussion)
Chapter 12 Environmental and Social/Cultural Impacts of Tourism
Chapter 12 - Discussion Topic Opens
Chapter 13 Sustaining Tourism's Benefits (No Discussion)
Chapter 14 – The Future of Tourism
Chapter 14 – Discussion Topic Opens

Monday, August 14  
DUE: Discussion for Chapters 12

Thursday, August 15  
Review for Final

Friday, August 16  
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:
ISBN: 978-0-448448-8

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.

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: