School of Human Sciences  
TRVM 1300.501 Introduction to Travel and Tourism  
Summer 2021  
June 28 – August 6

Instructor: Dr. Mary Olle  
Office: HMS N 106 B  
Office Phone: 936-468-1872  
Other Contact Information: 936-468-4502  
Prerequisites: None

Course Time & Location: Brightspace  
Office Hours: T 12:00 – 2:00 pm, R 10:00 – 12:00 pm  
or by ZOOM appointment  
Credits: 3  
Email: ollemary@sfasu.edu  
Please correspond through D2L; response to emails will be within 24 - 48 hrs. during regular hours.

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 6-weeks period during summer. 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.

Course Modality: This course is taught fully online.

James I. Perkins College of Education Diversity Statement is found at the following link: http://coe.sfasu.edu/about-us/

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 culturally 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.

Updated 6/21/2021  
TRVM 1300.501  
M. Olle
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: Brightspace, internet assignments/activities/research, and word processing.

1. TRVM 1300.501 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. 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.

875 – 787 = 90% = A
786 – 700 = 80% = B
699 – 612 = 70% = C
611 – 525 = 60% = D
524 – below = F

Assignments, Syllabus Quiz, Introductions (190)
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 20 points
Quiz covering the content from the syllabus.

Updated 6/21/2021
TRVM 1300.501
M. Olle
Due Online: Monday, July 5 by 11:30 p.m.

2. **Student Introduction**  30 points
   Online student introductions. Please include information about your hometown, major, and interest in travel and tourism. Due Online in Discussion by: Monday, July 5 by 11:30 p.m.

3. **Texas Forest Trail Region Assignment** 40 points
   Visit and review the website and answer question related to the website. Due Online in Dropbox by: Monday, July 5 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 12 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, July 19 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/Flip Grid/One-Pager topics/prompts:**

1. **Chapter 1 Discussion Future Opportunities and Challenges Facing Tourism** 30 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 Posted Due Date.

2. **Chapter 2 Flipgrid Intro to Tourism – What Type of Tourist Are You?** 40 points
   What type of tourist do you think you are? Take the survey and respond to the questions. Discuss your results of the survey (what “type” of tourism you are) and whether or not you agree with the survey in your Flipgrid video. Record your Flipgrid and reply to at least two of your classmates on or before the Posted Due Date.
3. **Chapter 5 One-Pager Technology in Hospitality 50 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? Record your responses to the questions in Flipgrid and reply to at least two of your classmates on or before the Posted Due Date.

   For the following Flipgrid assignments, you can choose either Chapter 8 OR 9 – you do not have to complete both.

4. **Chapter 8 – Flipgrid Favorite Eating Establishment 40 points**
   After reading Chapter 8 tell us about your favorite place to eat. In your video, explain where the establishment is located, why it is your favorite, and what establishment is on your bucket list to try in the future. Record your response in Flipgrid and reply to at least two of your classmates on or before the Posted Due Date.

   OR

5. **Chapter 9 – Flipgrid Favorite Entertainment Site or Attraction 40 points**
   After reading Chapter 9 let us know about your favorite entertainment site or attraction. In your video, after you identify the broad category and/or subgroup, it would belong; let us know why it is your favorite. Is there a destination on your bucket list, if so, tell us where and why! Record your response in Flipgrid and reply to at least two of your classmates on or before the Posted Due Date.

6. **Chapters 12 – Green Global Travel One-Pager 50 points**
   Read the posted article “The Effects of Mass Tourism” and select one destination. Respond to the discussion question concerning Mass Tourism and Carrying Capacity by creating a One Pager. Submit your One Pager questions in Dropbox in D2L by the Posted Due Date.

7. **Chapter 14 Current State of the Travel and Tourism Industry and Future of the Travel and Tourism Industry One-Pager 50 points**
   Read the article related to the future of global travel. Respond to the information presented by creating a One Pager. Submit your One Pager by the Posted Due Date.

8. **Open Travel Discussion**
   If you are traveling or have traveled recently or pre-COVID, 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.

**Participation Grade: (Possible total of 175 points)**
This grade is based on the amount of active participation in the course.

**Exams (3 @ 50 points each; final 100 pts)**
- 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 50 points (Chapters 1, 2, 3)
Exam will be available starting Tuesday, July 6 beginning at 8:00 a.m. until 11:30 pm. Once you start the exam, you will have 45 minutes to complete the exam.

Exam 2 50 points (Chapters 4, 5, 6)
Exam will be available starting Tuesday, July 13 beginning at 8:00 a.m. until 11:30 pm. Once you start the exam, you will have 45 minutes to complete the exam.

Exam 3 50 points (Chapters 7, 8, 9)
Exam will be available starting Tuesday, July 20 beginning at 8:00 a.m. until 11:30 p.m. Once you start the exam, you will have 45 minutes to complete the exam.

Exam 4 100 points (Chapters 11, 12, 13, 14)
Exam will be available starting Tuesday, August 4, beginning at 8:00 a.m. until Wednesday, May 5 11:30 p.m. Once you start the exam, you will have 60 minutes to complete the exam.

Grading Criteria

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>20 pts</td>
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<tr>
<td>Student Introduction</td>
<td>30 pts</td>
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<tr>
<td>Texas Forest Trail</td>
<td>40 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>
</tr>
<tr>
<td>Discussions/Flip Grid/One Pager</td>
<td>260 pts</td>
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<tr>
<td>Examinations (4)</td>
<td>250 pts</td>
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<tr>
<td>Participation</td>
<td>175 pts</td>
</tr>
<tr>
<td><strong>Total points</strong></td>
<td>875 pts</td>
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</tbody>
</table>

875 – 787 = 90% = A  
786 – 700 = 80% = B  
699 – 612 = 70% = C  
611 – 525 = 60% = D  
524 – below = F

V. Tentative Course Outline/Calendar:
(This syllabus is subject to change. All changes will be posted on the homepage of the course; it is your responsibility to note them).

Monday, June 28

**OPENS**
Getting Started Module  
Student Introductions  
Syllabus Quiz  
Texas Forest Trail Website Assignment

Tuesday, June 29

**OPENS**
Chapter 1 – 3 Modules  
Chapter 1 – Intro to World’s Largest Industry, Tourism  
Chapter 1 – Discussion Topic  
Chapter 2 – Marketing to the Traveling Public  
Chapter 2 – Flipgrid Chapter 2 Assignment – What Type of Tourist Are You?

Updated 6/21/2021  
TRVM 1300.501  
M. Olle
Chapter 3 – Delivering Quality Tourism Service (No assignment)
Review Quizzes for Chapters 1 – 3

Monday, July 5
**DUE:** Syllabus Quiz (11:30 pm) – 20 pts
**DUE:** Student Introductions (11:30 pm) – 30 pts
**DUE:** Texas Forest Trail Assignment (11:30 pm) – 40 pts
**DUE:** Discussion for Chapter 1 (11:30 pm) – 30 pts
**DUE:** Flipgrid for Chapters 2 (11:30 pm) – 40 pts

Tuesday, July 6
Chapter 1 – 3 Modules, Review Quizzes **Close** (7:30 am)

Wednesday, July 7
**OPEN**

Monday, July 12
**DUE:** One-Pager Assignment Chapter 5 – 50 pts

Tuesday, July 13
Chapters 4 – 6 Modules, Review Quizzes **Close** (7:30 am)

Wednesday, July 14
**OPEN**

Monday, July 19
**DUE:** This Place Matters – 50 pts
**DUE:** Flipgrid for Chapter 8 OR Chapter 9 – 40 pts

Tuesday, July 20
Chapters 7 – 9 Modules, Review Quizzes **Close** (7:30 am)

Wednesday, July 21
**OPEN**

Monday, July 26
**DUE:** One-Pagers Chapter 12 – Green Global Travel – 50 pts

Monday, August 2
**DUE:** One-Pager Chapter 14 – Future of Tourism – 50 pts

Tuesday, August 3
Review for Final

Wednesday, August 4
Chapters 11 – 14 Modules, Review Quizzes **Close** (7:30 am)

**VI. Readings**

**Required textbook:**
Boston: Pearson.
ISBN: 978-0-448448-8

Updated 6/21/2021
TRVM 1300.501
M. Olle
Additional readings from websites and posted articles.

**LiveText/Watermark Statement:** This course uses the LiveText/Watermark data management system 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/Watermark 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/Watermark account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText/Watermark registration, please be sure to check your junk mail folder and your spam filter for these e-mails. The email will be from support@watermarkinsights.com

If you have questions about obtaining or registering your LiveText/Watermark account or any technical questions, call 936-468-2395 or e-mail LiveText@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText/Watermark 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:**
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.

Updated 6/21/2021
TRVM 1300.501
M. Olle
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/disabilitieservices/.

**Student Academic Dishonesty: Policy 4.1**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

**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.

Updated 6/21/2021
TRVM 1300.501
M. Olle
If a student has been found guilty of academic dishonesty, a grade of “WP” or “WH” may be changed to “WF” at the discretion of the faculty member. In the case of a grade change to “WF”, the course will not count towards the six course drop limit since the student is incurring an academic penalty.

**Student Code of Conduct: Policy 10.4**
Disruptive Behavior--Interference or disruption of students, faculty, administration, staff, the educational mission, or routine operations of the university is prohibited. Such activity includes, but is not limited to, behavior in a classroom or instructional program that interferes with the instructor or presenter’s ability to conduct the class or program, or the ability of others to profit from the class or program. To remain in the vicinity of activity that is disrupting normal university functions when requested to leave by a university official is prohibited. 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 at SFA.

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
SFASU Counseling Services  
[www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)  
3rd Floor Rusk Building  
936-468-2401

SFASU Human Services Counseling Clinic  
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)  
Human Services Room 202  
936-468-1041

**Crisis Resources:**
Burke 24-hour crisis line 1(800) 392-8343  
Suicide Prevention Lifeline 1(800) 273-TALK (8255)  
Crisis Text Line: Text HELLO to 741-741

**IX. Other Relevant Course Information:**
Please know in the Discussion section, there is a topic titled, General / Frequently Asked Questions. You can use this section to post any questions or concerns that you believe may be relevant to other people in the class.

Updated 6/21/2021  
TRVM 1300.501  
M. Olle