Welcome to the course!
Hello and Welcome! Get ready to set off on an amazing journey into the realms of travel and tourism! This course is your passport to understanding the exciting world of travel, examining what motivates people to explore, and discovering the services and concepts that make tourism tick. Plus, you’ll delve into the close relationship between tourism and the hospitality industry, uncovering how they come together to create memorable experiences.

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

Learning Format (modality):
Embrace the convenience of online learning, where you can dive into the course content at your own pace and on your own terms. This course is delivered asynchronously, offering you the flexibility to learn whenever and wherever you choose -- respecting your unique schedule and learning preferences.

Time Commitment:
This 3-credit online course offers, 15-weeks of structured exploration into the travel and tourism industry in Brightspace (D2L). Each week, you’ll be guided through a new module, featuring a mix of online instructional content, interactive resources, videos, slide presentations and textbook insights. Each credit hour is carefully designed to deliver 750 minutes of asynchronous instruction and 1500 minutes of personal study, online discussion, quizzes, and research projects, all from the comfort of your living room.

Participation:
While this is an online course, it doesn’t mean you’ll be going solo! You’ll have opportunities to engage with classmates through various technology formats like Flip Grid, explained within the modules. And just like a face-to-face class, your success hinges on daily engagement. Dedicate time to accessing, reading, and reviewing all course content. Think of the additional information as bonus discussions and insights, expanding your knowledge of the travel and tourism industry.

Major Assignment:
Make your mark in the Hospitality Administration Program through an engaging critical assignment. You’ll create a video presentation where you’ll address and answer questions about the latest and upcoming technology trends in the travel and tourism industry.
Intended Learning Outcomes
The complete listing of the standards associated with the PLOs, SLOs, assignments, and assessments are located on the PCOE website. 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.”

Through your coursework, you will be given opportunities to demonstrate:

PLO1: Resource Development:
PLO2: Identify appropriate technology use & sustainability practices in the hospitality industry.
PLO3: Career Readiness: Exhibit professional image & behaviors: strong communication skills, preparedness, & work ethic.
PLO4: Financial Metrics: Calculate, interpret, & demonstrate key ratios, financial statements, & budgets related to hospitality.
PLO5: Service Aptitude: Demonstrate positive service aptitude through transformational experiences.

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

SLO1. Understand and explain the basic definition of tourism.
SLO2. Identify trends affecting tourism and travel.
SLO3. Identify the factors that affect mobility.
SLO4. Identify the major participants and forces shaping the tourism industry.
SLO5. Understand why study tourism from the systems approach.
SLO6. Identify future challenges and opportunities facing the tourism industry.
SLO7. Evaluate the career prospects in the tourism industry.

Course Requirements:
Each week, a new module will open. And, while your ability to access D2L at anytime from anywhere, the pace for completing activities is set. Each module will open and close according to the course schedule. Regular proactive engagement and communication are key to success in this digital learning journey. We don't want to leave you behind.

1. Technology Access: Ensure consistent access to a stable internet connection for course participation. Important notices and updates will be posted on the course homepage.
2. Content Delivery: Course materials, including learning modules, readings, and discussion board activities, will be accessible via Brightspace. Staying Informed and Engaged
3. Regular Check-ins: Visit the course homepage daily for the latest announcements, emails, and assignments. Failure to stay informed is not a valid excuse for missing deadlines.
4. Grade Monitoring: Review your grades weekly. Promptly report any discrepancies to ensure accuracy

Assignment Submission and Communication
1. Submission Format: Submit assignments through D2L Dropbox in the following formats: Doc, Docx, or PDF.
2. Naming Conventions: Label your files as 'A# First Initial, Last Name (assignment/activity Letter# sequence)' to maintain consistency and ease of identification.
3. Technical Support: Should you encounter technical issues, immediately contact both the professor and D2L technical support at 936-468-1919, regardless of the time.

Required Textbook & Readings:
Tourism: the Business of Hospitality and Travel. 6th ed.
Additional readings from websites and posted articles.
## Evaluation and Assessments

### Grading Policy

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<tr>
<th>Grade</th>
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<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>89%+</td>
<td>665–599</td>
</tr>
<tr>
<td>B</td>
<td>79%+</td>
<td>598–532</td>
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<tr>
<td>C</td>
<td>69%+</td>
<td>531–466</td>
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<tr>
<td>D</td>
<td>89%+</td>
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<td>F</td>
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<td>398–below</td>
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<table>
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<td>10</td>
<td>Discussions</td>
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<td>14</td>
<td>Quizzes</td>
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Exams cover chapter + related module. Extra time allowed for accommodations.
Assignment Descriptions:

- **A1 Intros:** Kickstart our journey by introducing yourself! Share your interests, expectations, and what excites you about exploring the world of tourism.
- **D1 Opportunities & Challenges:** Reflect on the dynamic landscape of tourism by discussing its potential opportunities and challenges.
- **D2 Future Opportunities & Challenges:** Project into the future and discuss the evolving opportunities and challenges in the tourism industry.
- **D3 Tourist Type:** Discover and discuss your tourist type. Are you an adventurer, a relaxer, or a culture seeker? Share in a video!
- **D4 Quality Tourism Expectations:** Engage in a dialogue about what quality means in tourism and how it shapes traveler experiences.
- **D5 Social Media Impact:** Explore and discuss the profound impact of social media on traveler choices and tourism trends.
- **D6 Travel Tech:** Delve into the advancements and discuss how technology is revolutionizing travel experiences.
- **A2 Destination Plan-it!** Navigate the complexities of intermodal transportation by planning a journey from your hometown to an assigned destination, detailing the routes, methods, and costs involved.
- **D7 Lodging Management:** Explore the multifaceted world of lodging management and discuss the factors that ensure guest satisfaction and operational excellence.
- **D8 Dining Experiences:** Share your most memorable dining experiences and discuss the elements that make food and beverage offerings pivotal in tourism.
- **A4 This Place Matters:** Connect personally with a location that resonates with you. Capture the essence of this place with a photo and a narrative explaining its significance.
- **D9 Tourism Impacts:** Delve into the multifaceted effects of tourism, discussing both its positive and negative influences on destinations.
- **A5 Mass Tourism Impact:** Explore the concept of mass tourism. Analyze its impact on a chosen destination by creating a compelling One-Pager.
- **D10 Tourism Sustainability:** Engage in a thoughtful discussion on the sustainability challenges and solutions in the tourism industry.
- **A6 Tourism Future:** Peer into the future of tourism. Discuss trends, innovations, and the evolving landscape in a dynamic One-Page

Course Engagement and Responsibility:

Engaging actively is key to your success in this course. Stay updated with materials, interact with me and your peers, and utilize D2L resources. Your proactive involvement creates a dynamic, interesting, and meaningful learning experience for everyone.

Absence Etiquette:

Understandably, unforeseen circumstances may arise. I trust your responsibility and encourage you to proactively connect with classmates to catch up on notes and activities. This respects our shared learning space and allows me to focus on high-quality content and feedback for all. [Missed Class Limit: 5].

- **Institutional Absences:** Activities like pre-approved university events, academic obligations, or post-graduation career events are valid reasons for missing class. If you anticipate missing a session due to these reasons, you’ll need to have it approved by your coach, sponsor, teacher at least 5 days in advance. Info on Intuitional absences can be found at HOP 04-110.

- **Unforeseen Absences:** For sudden emergencies, please complete the Dean of Students Office notification form. This includes situations like family bereavement, hospital admissions, personal emergencies, or official duties like jury duty.
Late Work and Extensions:
For unforeseen situations, a 24-hour grace period applies to late work (except exams). For documented absences exceeding the grace period, please request an extension before the deadline.

Extension Request Procedure:
If an extension is needed, email me before the deadline with the subject ‘Extension Request - [Assignment Name]’ and your proposed new deadline.

SFA Policies
Additional Info: Student Syllabus Resources & Handbook of Operating Procedures (HOP)

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<th>Topic</th>
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<tbody>
<tr>
<td>04-110</td>
<td>Institutional Absences</td>
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<td>04-106</td>
<td>Code of Student Conduct and Academic Integrity</td>
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<tr>
<td>02-206</td>
<td>Course Grades: Withheld Grades Semester Grades</td>
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<td>04-101</td>
<td>Students with Disabilities and Disability Services:</td>
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<td>04-102</td>
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<td>Adding and Dropping Courses</td>
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<td>04-109</td>
<td>Final Course Grade Appeals by Students</td>
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Assistance & Services
Dean of Students Office  
Office of Disability Services  
Career & Professional Development  
Academic Assistance & Resources  
Mental & Emotional Health Resources

financial woes? writing jitters? stress spirals?
Feeling overwhelmed? Visit the Lumberjack Wellness Network and get support for everything from A-Z.

Don't struggle alone.
24/7 peer support is just a click away!  
Join a free online community for students, by students.  
Learn more & join!

Need help now?
- Burke 24-hour crisis line: 800-392-8343  
- National Suicide Crisis Prevention: 9-8-8  
- Suicide Prevention Lifeline: 800-273-TALK (8255)  
- Crisis Text Line: Text HELLO to 741-741  
- Family Crisis Center of East Texas: 800-828-7233  
- SFA Police: 936-468-2608