

**Central Texas College**  
**Syllabus for TRVM 1300**  
**Introduction to Travel and Tourism**  
**Semester Hours Credit: 3**

**INSTRUCTOR:** \_\_\_\_\_

**OFFICE HOURS:** \_\_\_\_\_

## **I. INTRODUCTION**

- A. This course is an overview of the travel and tourism industry. This introductory course will cover the international scope of the tourism industry through the business lens. Students will be introduced to the traveling public, tourism promoters, tourism service suppliers, and tourism's external environment. Specific attention is focused on challenges within tourism marketing, tourism intermediaries, tourism technology, transportation, accommodations, food and beverage, attractions and entertainment, destinations, and sustainability.
- B. This course is an elective which can be used for the AAS Degree in Hospitality Management, Hotel Management Specialization and Food and Beverage Management Specialization.
- C. Prerequisite(s): None

## **II. LEARNING OUTCOMES**

Upon successful completion, the student will be able to;

1. Explain the principles of modern business and organizational practices in the fields of Tourism and Hospitality.
2. Demonstrate critical thinking through the application of analytical tools and techniques for problem solving and decision making in the field of Tourism and Hospitality.
3. Discuss and interact effectively with groups necessary for a career in the fields of Tourism and Hospitality.
4. Identify the skills required and career options available in the dynamic and complex fields of Tourism and Hospitality.

### III. INSTRUCTIONAL MATERIALS

- A. The instructional materials identified for this course are viewable through [www.ctcd.edu/books](http://www.ctcd.edu/books)
- B. Additional references may be required that are in the Central Texas College bookstore.

### IV. INSTRUCTIONAL MATERIALS

- A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. Review any slides or websites provided with the chapter.
- B. Course Project: Students will complete a project for a major course grade. The assignment will be at the discretion of the instructor.
- C. Participation: Students are expected to be prepared and engage in discussions and activities. Distance Learning students are expected to participate using any of the tools found in the course such as but not limited to discussions, blogs, wikis and messages.
- D. Attendance: Refer to the CTC Catalog for a detailed policy. You are expected to attend each class period with punctuality and stay in class until dismissed. You are responsible for all course material missed due to an absence. Distance Learning students should log on regularly as if attending a lecture class.

### V. EXAMINATIONS

- A. There will be at eight lesson quizzes in this course. Each quiz will cover a section of the material.
- B. Students must be present for all examinations. Students who know in advance they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstance will require the student to see the instructor about individual make-up examinations. Make up examinations are at the discretion of the instructor. Distance Learning students must take the examinations according to the course schedule.

### VI. SEMESTER GRADE COMPUTATION

Exams	450 points	45%
Assignments	250 points	25%
Project	200 points	20%
Discussions	100 points	10%
Total	1000 points	100%

A (1000-900) B (899-800) C (799-700) D (699-600) F (Below 599)

## **VII. ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR**

- A. Course Withdrawal: Consistent with CTC policy found in the catalog.
- B. Administrative Withdrawal: Consistent with CTC policy found in the catalog.
- C. Incomplete Grade: Consistent with CTC policy found in the catalog.
- D. Scholastic Honesty: Consistent with CTC policy found in the catalog.
- E. Cellular Phones and Pagers: Will be on silent during class.
- F. Electronics: Laptop and tablets may be used at the discretion of the instructor.
- G. Disability Support Services Program: Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class, lecture and/or Distance Learning are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of locations. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- H. Instructor Discretion: The instructor reserves the right of final decision in course requirements.
- I. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

## **VIII. COURSE OUTLINE**

Part 1: The Traveling Public and Tourism Promoter. Chapters 1-5 (Lessons 1-3)

- A. Lesson Objectives: Upon successful completion of this lesson the student will:
  - 1. Explain the basic definition of tourism.
  - 2. Identify the major participants and forces shaping the tourism industry.
  - 3. Discuss career prospects in the tourism industry.
  - 4. Explain the importance of segmenting the tourism market.
  - 5. Summarize the five service quality dimensions.
  - 6. Explain the importance of intermediaries in the distribution of tourism services.
  - 7. Describe some of the technology trends that are shaping operating practices of tourism service providers.
- B. Learning Activities:
  - 1. Read chapters 1-5 prior to the lecture.
  - 2. View videos or slide presentations.

3. Complete discussion or blog topics with classmates.
4. Complete lesson assignments and exams.

### C. Chapter Outline

1. Read chapters 1-5 prior to the lecture.
2. View videos or slide presentations.
3. Complete discussion or blog topics with classmates.
4. Complete lesson assignments and exams.
5. Chapter Outline

Chapter 1: Introducing the World's Largest Industry, Tourism

Chapter 2: Marketing to the Traveling Public

Chapter 3: Delivering Quality Tourism Services

Chapter 4: Bringing Travelers and Tourism Service Suppliers Together

Chapter 5: Capturing Technology's Competitive Advantages

### Part 2: Tourism Service Suppliers. Chapters 6-10 (Lessons 4-6)

#### A. Lesson Objectives: Upon successful completion of this lesson the student will:

1. Explain the importance of transportation to the tourism industry.
2. Identify the major components of the tourism transportation system.
3. Explain the importance of accommodation to the tourism industry.
4. Identify the major classifications of accommodations.
5. Explain the importance of the menu and its impact on production and service delivery.
6. Explain the major classifications of attractions and entertainment in the tourism industry.
7. Identify the major classifications of destination resorts.
8. Discuss how destinations combine many of the suppliers in the tourism industry.

#### B. Learning Activities:

1. Read chapters 6-10 prior to the lecture.
2. View videos or slide presentations.
3. Complete discussion or blog topics with classmates.
4. Complete lesson assignments and exams.

### C. Chapter Outline

Chapter 6: Transportation

Chapter 7: Accommodations

Chapter 8: Food and Beverage

Chapter 9: Attractions and Entertainment

Chapter 10 Destinations

Part 3: The Tourism Environment. Chapters 11-14 (Lessons 7-8)

A. Lesson Objectives: Upon successful completion of this lesson the student will:

1. Explain the economic benefits of tourism.
2. List the various organizations that help promote tourism
3. Describe how tourism can aid the preservation of nature as well as harm it.
4. Explain how tourism can benefit or undermine cultural preservation.
5. Identify why it is so difficult for tourism service suppliers to achieve sustainable operations.
6. List the emerging trends that will affect future tourism marketing decisions.

B. Learning Activities

1. Read chapters 11-14 prior to the lecture.
2. View videos or slide presentations.
3. Complete discussions or blog topics with classmates.
4. Complete lesson assignments and exams.

C. Chapter Outline

Chapter 11: Economic and Political Impacts of Tourism

Chapter 12: Environmental and Social/Cultural Impacts of Tourism

Chapter 13: Sustaining Tourism's Benefits

Chapter 14: The Future of Tourism