

COURSE OUTLINE

SUMMER SESSION I 2024

COURSE CODE: TOUR 105

COURSE TITLE: Introduction to Tourism

Calendar Description

This course provides students with an understanding of the complex nature of tourism including economic, environmental and social impacts. Topics include: components of the tourism industry; linkages between tourism and hospitality; the size, scope and infrastructure of the tourism industry;

California State University

Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Discuss the structure, current trends and importance of the eight sectors of the tourism industry.
2	Describe the common components of tourism such as the theories of travel, travel motivations and tourism planning and development.
3	Describe the tourism sector's economic, environmental, and cultural impact.
4	Investigate the various organizations and associations related to the tourism sector.
5	Discuss key issues facing the future of the tourism industry in Canada and worldwide

Short Written Assignments (3) (30 %)

These assignments of 40500 words are designed to improve your critical thinking skills and your analytical

Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024		Monday, May 13, First day of class Friday, May 17, Last day to register for Summer Session I 2024 Wednesday, May 29, Last day to withdraw from class without academic penalty Friday, June 21 Last day of class	Chapter(s):
May	15	TOUR 105/BuAd 115 Course Expectations. Introduction and History of Tourism	Chapter 1
	17	Introduction, History, and Overview Transportation	Chapters 1 & 2
	22	Transportation Accommodation Group Project– Team Assignments	Chapters 2 & 3
	24	Food & Beverage Services & Guest Speaker Jason Moltner– Mission Hill Written Assignment #1 –Due May 26 th (5%)	Chapter 4
	29	Adventure & Recreation Entertainment Attractions	Chapters 5 & 6
	31	Mid-Term Exam (20%): Chapters 1 – 6 (Online using Moodle) Written Assignment #2 –Due June 2 nd (10%)	
June	5	Travel Services Services Marketing	Chapters 7 & 8
	7	Customer Service Environmental Stewardship & Sustainability	Chapters 9 & 10
	12	Risk Management & Legal Liability Aboriginal & Indigenous Tourism Group Project Presentations (15%)	Chapters 11 & 12
	14	Careers & Work Experience Back to the Big Picture: Globalization & Trends Group Project Presentations (15%) Written Assignment #3 (15%) –Due June 16 th	Chapters 13 & 14
	19	Group Project Presentations (15%) Course Recap & Final Exam Review	Chapters 7 -14

