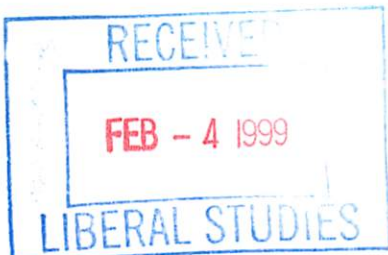


LSC Use Only
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Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 98-456
Submission Date: _____
Action-Date: App 4/20/99
Senate App 5/4/99

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mr. Jeffrey Miller
Dr. Lincoln Marshall Phone 4440
Department Hotel, Restaurant, and Institutional Management

II. PROPOSAL TYPE (Check All Appropriate Lines)

XX **COURSE** Intro to Tourism
Suggested 20 character title

 New Course * _____
Course Number and Full Title

XX **Course Revision** HR 115 Introduction to Tourism
Course Number and Full Title

 Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

 Course Deletion _____
Course Number and Full Title

 Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

XX **Course or Catalog Description Change** HR 115 Introduction to Tourism
Course Number and Full Title

 PROGRAM: Major Minor Track

 New Program * _____
Program Name

 Program Revision * _____
Program Name

 Program Deletion * _____
Program Name

 Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature]
Department Curriculum Committee

[Signature]
Department Chair

Mary E. Swann 2/1/99
College Curriculum Committee

[Signature]
College Dean

+Director of Liberal Studies (where applicable)

*Provost (where applicable)

I. Catalog Description

HR 115 Introduction to Tourism

(3c-01-3sh)

Prerequisites: None

Introduces the student to concepts pertaining to international and domestic tourism. Course examines the economic, social, and cultural aspects of tourism as well as how destinations are marketed.



Part II. Description of the Curriculum Change

B. Summary of Proposed Changes

(1) Old Course / Catalog Description:

Analyze the economic and social impact of tourism; its promotion and implementation. Acquaint students with services needed by tourists, the role of the travel agent and organizations pertaining to tourism.

(2) New Course / Catalog Description:

Introduces the student to concepts pertaining to international and domestic tourism. Course examines the economic, social, and cultural aspects of tourism as well as how destinations are marketed.

(3) Old Prerequisite: HR 101, Majors Only

New Prerequisite: None

(4) Objectives Revised.

C. Justification / Rationale for Revision

During the course of the past sixteen years, when this course was first approved for instruction, the global economic and tourism environment has changed dramatically. Tourism exists today in countries that, at the time of initial course approval, literally did not exist. Accordingly, a revision of the course was necessary in order to make the topics of discussion accurate and relevant to today's tourism scenario.

The prerequisites were eliminated as it was determined by HRIM faculty that a successful understanding of this course was not dependant upon a previous knowledge of those competencies presented in HR 101. As this course serves to attract possible transfer students into the HRIM major the restriction to HRIM majors was eliminated.

PROPOSED SYLLABUS OF RECORD

I. Catalog Description

HR 115 Introduction to Tourism

**3 credits
3 lecture hours
0 lab hours
(3c-01-3cr)**

Prerequisites: None

Introduces the student to concepts pertaining to international and domestic tourism. Course examines the economic, social, and cultural aspects of tourism as well as how destinations are marketed.

II. Course Objectives

1. Students will recognize the historical growth of tourism.
2. Students will explain the roles of world, national, and regional tourism organizations.
3. Students will explain how tourism is organized by industry segments and trade associations.
4. Students will identify and evaluate travel motivators.
5. Students will identify and evaluate cultural factors in tourism.
6. Students will analyze the economic impacts of tourism on a community.
7. Students will identify future trends in tourism.

III. Course Outline

- A. Tourism and Development (3 lectures)
 1. Defining tourism
 2. Forms of tourism
 3. Significant trends and constraints
- B. History of Tourism Development (3 lectures)
 1. Significant historical tourism events
 2. European influence on tourism

- C. **Economic Impact of Tourism** (3 lectures)
 - 1. Claims and counterclaims
 - 2. Definition of regional economies
 - 3. Measurement of economic impacts

- D. **Environmental Impact of Tourism** (3 lectures)
 - 1. Factors affecting environmental change
 - 2. Examination of ecosystems
 - 3. Concept of ecotourism

- E. **Social Impact of Tourism** (3 lectures)
 - 1. Examination of different cultures involved in tourism
 - 2. Types of social impacts
 - 3. Types of social indicators used to address sociocultural change

- F. **National/Regional Organization for Tourism Development** (3.5 lectures)
 - 1. Tourism's role in a national economy
 - 2. Structure of National Tourism Organizations
 - 3. Types of regional tourism organizations
 - 4. Funding sources for regional tourism

- G. **Community Tourism Development** (3.5 lectures)
 - 1. Basic community tourism development principles
 - 2. Promotion, advertising, and communication techniques

- H. **Traveler Behavior** (3 lectures)
 - 1. Relationship between needs, wants, values, and motives of travelers
 - 2. Consumer travel decision models
 - 3. Alternative forms of tourism

- I. **Attraction Development** (3.5 lectures)
 - 1. Principles of attraction feasibility analysis
 - 2. Trade area concepts
 - 3. Location decision models

- J. **Tourism Marketing** (3.5 lectures)
1. Marketing plan development
2. Product life-cycle theory
3. Differences between tourism products and other goods
- K. **Image Development** (3 lectures)
1. Components of image
2. Image formation process and mix
3. Image assessment methods
- L. **Developmental Planning Revisited** (3 lectures)
1. Developing an effective tourism plan
2. Concept of sustainable development
3. Concept of integrated development
- M. **Examinations** (4 hours)
- N. **Final Examination / Culminating Activity** (2 hours)

IV. **Evaluation Methods**

The final grade will be determined as follows:

Three, multiple-choice, short answer examinations	100 points each
Career Fair Project	100 points
Group Project	200 points
Class Exercises and Internet Research	100 points
Comprehensive multiple-choice, short answer final examination	100 points
Class Participation	100 points

Grading Scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 - 59	F

V. Required textbooks, supplemental books and readings

Gratner, W.C.,(1996), Tourism Development: Principles, Processes, and Policies, Van Nostrand Reinhold, New York, New York.

VI. Special Resource Requirements

None

VII. Bibliography

Burns, P., and Holden, A., (1995), Tourism: A New Perspective, Prentice Hall, Upper Saddle River, New Jersey.

Cook, R., Yale, L., and Marqua, J., (1999), Tourism: The Business of Travel, Prentice Hall, Upper Saddle River, New Jersey.

Nickerson, N., (1996), Foundations of Tourism, Prentice Hall, Upper Saddle River, New Jersey.

Senate
 62 Approval
 5/3/83

FN 115

INTRODUCTION TO TOURISM

3 s.h.

Department: Food and Nutrition

Person to contact for further information: John C. Baker or Ron Simkins

Desired effective semester: Fall 1983

Approvals: Department Committee Chairperson

Ronald E. Simkins

Department Chairperson

Ronald E. Simkins

School Committee Chairperson

Henry J. Chappin

School Dean

Kathleen JonesA. Description and Academic Need

A1. FN 115 Introduction to Tourism

3 s.h.

Analyze the economic and social impact of tourism; its promotion and implementation. Acquaint student with services needed by tourists, the role of the travel agent and organizations pertaining to tourism. Three lecture hours.

A2. Course Objectives

- a. Identify the basic aspects of tourism and its motivating factors.
- b. Analyze the economic and social impact of tourism.
- c. Analyze the supply and development of tourism in relationship to available research.
- d. Understand the role of the travel agent.
- e. Assess the growth trends of tourism and methods used to increase demands for tourism.
- f. Evaluate journals and organizations that pertain to tourism.

Syllabus:

I. Tourism's importance, background and motivation for travel

- A. Tourism in perspective
 1. Growth and power of tourism
 2. Tourism through the ages
 3. The art of travel
- B. Cultural Tourism
 1. Importance as a motivator
 2. Promotional measures
- C. Sociology of tourism
 1. Social significance of travel
 2. Life characteristics and travel
 3. New travel patterns
 - a. Travel clubs
 - b. Special interest groups
 - c. Incentive tours
 4. International tourism

- D. Tourism psychology and motivation
 - 1. Why people travel
 - 2. Barriers to travel
- II. Tourism organization, supply and development
 - A. How tourism is organized
 - 1. World tourism organization
 - 2. Carrier and transport organizations
 - 3. Transport clubs and organizations
 - 4. Travel agencies
 - 5. Parks, camping and marinas
 - 6. Marketing and publicity
 - B. Tourism components and supply
 - 1. Supply factors
 - 2. Accommodations
 - 3. Shopping
 - 4. Recreation facilities
 - 5. Entertainment
 - C. Tourism development
 - 1. Fundamentals of development
 - 2. Barriers to development
 - 3. Managing development
 - 4. State or government regulations
 - a. Promotional funds from government agencies
 - b. Private promotional funds
 - D. Tourism economics
 - 1. Direct effects of tourism
 - 2. Indirect effects
 - 3. Foreign involvement in tourism
 - 4. Visits and visitors
 - E. Tourism research
 - 1. Travel industry research utilization
 - 2. Government research
 - 3. Educational and university research
 - 4. Trade journal research
- III. Measuring and increasing demand
 - A. Tourism demand
 - 1. Demand characteristics
 - 2. Measuring demand through tax collections
 - 3. Projecting demands
 - B. Marketing tourism
 - 1. Assessing potential demands
 - 2. Market perception and segmentation
 - 3. Approaches and applications for marketing tourism
 - C. Evaluation of tourism journals and organizations
- A3. What academic need does this course fulfill?

This course provides the Foodservice/Lodging Management majors an opportunity to become aware of the influence of tourism on the Food-service & Lodging industries and its impact on the students' careers. It is not intended as a general education course.

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- A4. This course does not require changes in content of existing courses.
- A5. This course follows the traditional type of offering by the department. Course will consist of lectures, guest speakers, field trips, term papers, oral reports and written exams.
- A6. This course will be offered during Spring, 1983 as a special topics course.
- A7. It is not to be a dual-level course.
- A8. Do other higher education institutions currently offer this course?

Yes! Similar courses are offered by other colleges with Foodservice or Lodging Management.

Transylvania University: Tourism & Marketing Hospitality Services
 University of New Haven: Tourism (HM 165)
 Boston University: Tourism Management (MET HF 454)
 University of Denver: Domestic & International Tourism (56-273)
 Cornell University: Tourism (284)

Also Johnson & Wales and University of Massachusetts

- A9. The proposed course is not recommended or required by any society; accrediting authority, law, or other external agency.

B. Interdisciplinary Implications

- B1. Will this course be taught by one instructor or will there be team teaching?

One instructor.

- B2. No additional or corollary courses will be needed.

- B3. What is the relationship of the content of this course to the content of courses offered by other departments?

Can find no similar courses in IUP catalog. Could be of interest to some other majors as an elective, but no other department requested such a course.

- B4. Is this course possibly applicable in a program of the School of Continuing Education directed to a clientele other than our full-time students?

Yes! The tourism trade is very important to Pennsylvania and becoming a large part of our state's income. Dean of School of Continuing Education invited to respond to proposal.

C. Evaluation

- C1. What procedures are expected to be used to evaluate student progress?

Term papers, oral reports and written tests.

- C2. If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student?

Not applicable.

D. Implementation

- D1. What resource will be needed to teach this course and how adequate is the current situation:
- a. Faculty: adequate at the present time
 - b. Space and Equipment: adequate at the present time
 - c. Laboratory Supplies: Not applicable
 - d. Library: reference books and journals are needed (See attached list E3)
 - e. Local tourism agency will be used as a field trip site. Travel funds will not be necessary.
- D2. How frequently do you expect this course to be offered?
- Once per year.
- D3. How many sections do you anticipate each time it is offered?
- One section.
- D4. How many students do you plan to accommodate in a section of this course?
- 18-24 students.

E. Miscellaneous

E1. Suggested Text

Tourism Principles, Practices and Philosophies
 Robert McIntosh
 Grid Inc., 1972
 Columbus, Ohio

E2. Reference Texts

Marketing for a Full House
 Coffman, 1970

The Tourist Business
 4th Edition, Lundberg, 1980,
 CBI.

E3. Reference Journals

Travel Weekly (Need)
 One Park Avenue
 New York, New York 10016

Travel Guide (Need)
 605 Fifth Avenue
 New York, New York 10017

The Cornell Quarterly (Have)
Statler Hall
Cornell University
Ithaca, New York 14850

Holiday Magazine (up to 1975)
1100 Waterway Boulevard
Indianapolis, Indiana 46202

The Travel Agent (Need)
2 West 46th Street
New York, New York 10036

Group Travel Magazine (Need)
Travel Press Syndicate, Inc.,
33 East 46th Street
New York, New York 10017

Travel - Holiday (Have)
Travel Building
Floral Park, New York 11001

Part III. Letters of Support

This course change does not affect other departments, therefore a letter of support was not obtained.