Syllabus

HOS 100 Introduction to Tourism

General Information

Date
September 20th, 2017

Author
Unknown Author

Department
Business

Course Prefix
HOS

Course Number
100

Course Title
Introduction to Tourism

Course Information

Credit Hours
3

Lecture Contact Hours
4

Lab Contact Hours
0

Other Contact Hours
0

Catalog Description
This course is designed to provide an overview of the Tourism Industry. The student will be exposed to the various components which comprise Tourism. There will be opportunities for the student to observe the Tourism Industry thorough field experiences. This course provides the basis for further study in the Hospitality Programs. Students enrolled in this course, as an elective, will have the opportunity to explore another business-related field as a career option.

Key Assessment
This course does not contain a Key Assessment for any programs

Prerequisites
None

Co-requisites
None

Grading Scheme
Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality	Inquiry	Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Differentiate between a community and a destination.

2. Compare and contrast the different types of visitor markets.

3. Explain the economic impact tourism can have on a destination.

4. Delineate the component parts of the Tourism Industry.

5. Explain how destinations market and promote their unique attributes.

Program Affiliation

This course is required as a core program course in the following program

AAS Hospitality and Tourism Management - Food and Beverage Management

AAS Hospitality and Tourism Management - Hotel and Resort Management

AAS Hospitality and Tourism Management - Tourism Management

AS Sports Studies

Outline of Topics Covered

1. Introduction to Tourism-The essence of tourism is to have experiences, to have those you must physically move to the location (destination) that can provide those experiences.

2. Visitors want experiences that are unique. Without experiences you have no vistorship, no economic impact, no need for support services (hotels, restaurants). Visitors are invited guests, responding to a receptive, unique place that results in economic impact

3. The Three Bases for Experience(s)

**Natural: based on the existing geography and ecology. History and **Culture: based on significant past events, people and artifacts **Commercial - based on man made attractions.

4. Destinations- A place that has decided to identify, preserve, package and promote its uniqueness for economic development.

5. Visitor Trends -Time Poverty-competition for time, National/State Park Attendance, Importance of shopping, popularity of bike/hike vacations.

6. Sustainable Tourism-Achievement of growth without depleting or damaging the natural and built environment; preserves the culture, history, heritage, and arts of the local community

7. History of Tourism-Travel used to be for the upper class now travel is open to all "class to mass."Peace/security are crucial for visitors to travel to destinations.

8. Destination Marketing Organization (DMO) An organization responsible for the development/promotion of a Marketing Plan for a specific destination, region, state or country.

9. Sense of Place- Primary Ways To Develop A Sense of Place-

**Natural Attraction

**Niagara Falls Create It

**Niagara-on-the-Lake

**Themed around George Bernard Shaw Festival.

10. Occupancy Tax- Also known as room tax, transient tax, bed tax

Tax, in addition to state sales tax, on an occupied sleeping room in a lodging facility. Funds collected are used for tourism promotion (DMO budgets), stadium/ convention center operation, may be used for community's general budget.