American Public University System

School of Business
HOSP205
Tourism and Travel Industry
3 Credit Hours
8 weeks
Prerequisite(s): HOSP 100

Please see the Lessons area in the classroom for additional course specific information

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Course Description (Catalog)

This course is a study of the global tourism and travel industry to include public and private systems and organizations that organize, promote, manage, and participate in tourism and travel. This multi-billion dollar industry is covered from the international down to the local level in an effort to show best practices, strategies, leading organizations, issues of liability and insurance, among other macro factors that affect tourism and travel.

Course Scope

This eight week course provides a comprehensive introduction to travel and tourism. From the local to the global level, the forces that shape today’s economic and social conditions also affect the tourism industry. Topics explored in HOSP 205 include an overview of tourism, how the tourism industry is organized, an investigation into learning and understanding consumer travel behavior, economics of tourism, as well as tourism research and marketing. Instruction is primarily textbook driven with accompanied online lectures. Weekly online classroom discussion will create opportunities for deeper analyses into subject areas of interest.

Course Materials

Required Course Textbook
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<table>
<thead>
<tr>
<th>Number</th>
<th>Authors</th>
<th>Book Title</th>
<th>Publication Info</th>
<th>ISBN</th>
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The VitalSource e-book is provided via the APUS Bookstore.

Please visit [http://apus.libguides.com/bookstore](http://apus.libguides.com/bookstore) for more information.

**Required Readings:** See Weekly Lessons

**Additional Resources & Websites:** Refer to Weekly classroom lessons.

**Course Objectives**

After successfully completing this course, you will be able to:

1. Define tourism as it relates to the components of tourism management
2. Identify career opportunities and career paths within the industry
3. Categorize how tourism is organized from an organizational perspective as well as a regional, national, and global viewpoint.
4. Define consumer travel behavior and types of travel experiences
5. Categorize the economics of tourism (supply, demand, measuring, forecasting, economic impact).
6. Identify the essentials of tourism research and marketing
7. Describe the changing nature of tourism and identifying the needs of the future tourist

**8 Week Course Outline**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic(s)</th>
<th>Learning Objectives (LOs)</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Tourism, An Overview</td>
<td>LO 1, 2</td>
<td>Forum 1 – Introduction</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Text: Chapters 1, 2, 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Quiz Week 1</td>
</tr>
<tr>
<td>Week 2</td>
<td>Tourism Organizations/ Passenger Transportation/ Hospitality &amp; Related Services</td>
<td>LO 1, 2, 3</td>
<td>Forum Week 2</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Text: Chapter 4, 5, &amp; 6</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Quiz Week 2</td>
</tr>
<tr>
<td>Week 3</td>
<td>Organizations in the Distribution</td>
<td>LO 1, 2, 4</td>
<td>Forum Week 3</td>
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<th>Week</th>
<th>Topic</th>
<th>Text</th>
<th>Assignments</th>
<th>Quiz</th>
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</thead>
<tbody>
<tr>
<td>Week 4</td>
<td>Understanding Travel Behavior</td>
<td>LO 1, 2, 3, 4</td>
<td>Forum Week 4</td>
<td>Quiz Week 4</td>
</tr>
<tr>
<td>Week 5</td>
<td>Tourism Supply, Demand, &amp; Economic Impact</td>
<td>LO 1, 5</td>
<td>Forum Week 5</td>
<td>Writing Assignment #2, Week 5: Details are in the online classroom. Quiz Week 5 Reminder: Continue working on your Final Project due in Week 8.</td>
</tr>
<tr>
<td>Week 6</td>
<td>Tourism Policy, Planning &amp; the Environment</td>
<td>LO 1, 4, 6, 7</td>
<td>Forum Week 6</td>
<td>Quiz Week 6</td>
</tr>
<tr>
<td>Week 7</td>
<td>Essentials of Tourism Research and Marketing</td>
<td>LO 1, 6, 7</td>
<td>Forum Week 7</td>
<td>Quiz Week 8</td>
</tr>
<tr>
<td>Week 8</td>
<td>Tourism Prospects</td>
<td>LO 1, 2, 7</td>
<td>Forum Week 8</td>
<td>Quiz Week 8 Submit Final Project</td>
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Evaluation Procedures

Reading Assignments: The textbook and additional journals as assigned in the lessons

Forum Assignments:
Detailed forum expectations and grading rubrics are posted in the forums and in the classroom lessons.

Homework Assignments and Final Project:
There are assignments due throughout the course, and a final project due at the end of the course. Specific details for each assignment can be found in the Assignments section of your online classroom.

Quizzes
Online quizzes are comprised of multiple choice, short answer and true/false questions.

<table>
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<tr>
<th>Core Components</th>
<th>% Grade</th>
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<tbody>
<tr>
<td>Homework Assignments 2</td>
<td>26%</td>
</tr>
<tr>
<td>Forum Post # 1-8</td>
<td>30%</td>
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<table>
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<tr>
<th>Quizzes – 6</th>
<th>24%</th>
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<tbody>
<tr>
<td>Course Project</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies & Guidelines

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

- Drop/Withdrawal Policy
- Plagiarism Policy
- Extension Process and Policy
- Disability Accommodations

Grading Scale

Please see the Student Handbook to reference the University's grading scale.

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and
excitement of learning which does not include descent to personal attacks or student attempts
to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative
  composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may
  not fully support MIME or HTML encoded messages, which means that bold face, italics,
  underlining, and a variety of color-coding or other visual effects will not translate in your
  e-mail messages.

- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost
  or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to
  help alert your readers: ;-) , :) , 😊

**Disclaimer Statement**
Course content may vary from the outline to meet the needs of this particular group.

**Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic
campus. This is your starting point for access to online books, subscription periodicals, and Web
resources that are designed to support your classes and generally not available through search
engines on the open Web. In addition, the Online Library provides access to special learning
resources, which the University has contracted to assist with your studies. Questions can be
directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library
  with a limited number of supporting volumes, collection of our professors’ publication,
  and services to search and borrow research books and articles from other libraries.

- **Electronic Books:** You can use the online library to uncover and download over 50,000
  titles, which have been scanned and made available in electronic format.

- **Electronic Journals:** The University provides access to over 12,000 journals, which are
  available in electronic form and only through limited subscription services.

- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours
  of tutoring provided by APUS. Tutor.com connects you with a professional tutor online
  24/7 to provide help with assignments, studying, test prep, resume writing, and more.
  Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you
  need help, and you work one-to-one with your tutor in your online classroom on your
  specific problem until it is done.

- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss
  potential academic accommodations and begin the review process.
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The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.