

MKT3221 Tourism Practices and Principles

Code

MKT3221

Title

Tourism Practices and Principles

Credits

3

Description

Through an interdisciplinary approach this course introduces students to the nature of tourism and hospitality from both an industry and a social perspective. The course imparts knowledge and comprehension by introducing research skills, the development of critical analysis and encourages the articulation of concepts and opinions. Students will be made aware of the development of “system thinking” and its application in both the tourism and the hospitality industry.

Outcomes

Upon completion of this course, students will be able to understand the following: Understand the theory and concepts pertaining to Principles and Practices in Tourism. Define the role of Tourism and discuss its core concepts and explain the relationship among them. Develop “system thinking” to the analysis of both the tourism and the hospitality sectors. Demonstrate “system thinking” to the analysis of both the tourism and the hospitality sectors. Apply research skills and critical analysis to the real tourism business situations.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

1. Tourism in Perspective

Week2

"2. Tourism through the Ages

Week3

"4. World, National, Regional, and Other Organizations

Week4

5. Passenger Transportation

Week5

"6. Hospitality and Related Services

Week6

7. Organizations in the Distribution Process

Week7

"8. Attractions, Entertainment, Recreation, and Other

Week8

9. Motivation for Pleasure Travel

Week9

"Midterm Exam 1 10. Cultural and International Tourism for Life’s Enrichment

Week10

"11. Sociology of Tourism 12. Tourism Components and Supply"

Week11

"13. Measuring and Forecasting Demand

Week12

"14. Tourism’s Economic Impact 15. Tourism Policy: Structure, Content, and Process

Week13

15. Tourism Policy: Structure, Content, and Process

Week14

16. Tourism Planning, Development, and Social Considerations

Week15

Presentations of Group project

