

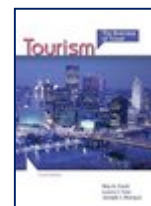
RPL/HSA 343: Tourism

Course Syllabus

Instructor	Lorie A. Tuma	Phone	989-506-3805 (Cell)
Office	Finch 115	E-mail	tuma1la@cmich.edu or Facebook (Lorie McDonald-Tuma)
Office Hours	Mon & Wed 3:00pm-6:00pm	Class Times	Wednesday 6:00-8:50pm Finch 101

Text and Materials

Tourism: The Business of Travel (4th) ISBN: 9780137147298, Roy Cook
 Additional course materials uploaded to Blackboard
 Closed group on Facebook



Course Description

An examination of where and why the hospitality services industry client travels at home and abroad – and the economic impact of tourism expenditures.

Course Objectives

After completing this course, the student will be able to:

1. Understand the magnitude of world tourism in terms of the vast numbers of organizations which serve the needs of their diverse memberships.
2. Become familiar with tourism distribution system organizations and their functions.
3. Analyze the impact of technology, internet, and automation on the hospitality and tourism business.
4. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations.
5. Appreciate how heritage tourism sites are preserved, presented and interpreted by the traveling public.
6. Acquire knowledge of the leading career paths in hospitality and tourism.
7. Understand how improvements to infrastructure impact the sustainability of tourism.
8. Contrast the cruise experience with alternative leisure options.
9. Appreciate the contributions of the film industry on tourism and tourist destinations.

Course Format

This course is offered one time per week in a three hour segment. The course views the industry from a business perspective—examining the management, marketing and finance issues most important to industry members. Discussion focuses on an integrated model of tourism and addresses consumer behavior, service quality and personal selling. Readings and integrative cases are used throughout the semester to address technological innovations and sustainability issues.

Course Evaluation

A	380	B	320	C	260	D	200
A-	360	B-	300	C-	240	D-	180
B+	340	C+	280	D+	220		

"I" (incomplete) is a temporary grade used by the instructor in cases when a student is unable to complete course requirements because of illness or other justifiable circumstances. It is assigned only in cases in which the student has completed satisfactorily the major portion of the course requirements, and has convinced the instructor of his or her ability to complete the remaining work without re-registering for the course. It is not to be given to a student who is already doing failing work. Please refer to the CMU Bulletin for more information on incomplete grades.

Description of Assessments

1.	Class Participation	70 points
2.	Expert Topic Presentations (See Rubric)	60 points
3.	You! The Travel Agent! (See Rubric)	70 points
4.	Exams (Two @ 80 points each)	160 points
5.	Amazing Race (Final Exam)	40 points

Late Assignments: 10% for each day late. Assignments must be handed in by the end of the class period. ***If you miss class the day an assignment is given, it is your responsibility to get the assignment.***

This syllabus serves as an outline that will guide students through the course objectives. In certain circumstances, local, national, or world events related to the objectives may serve the student better and enhance the learning experience. For these reasons, the instructor reserves the right make changes as appropriate.

Using a Rubric

A rubric is the scoring tool that outlines the criteria for your work in this class. A rubric outlines how your instructor will score your work and it outlines the quality of your work, ranging from excellent to poor. Rubrics are provided for your assignments and attached to this syllabus. As a student in this course, please refer to the rubric for specific expectations your instructor has with regard to the quality and content of your work.

Guidelines for RPL Computer Labs

The Recreation, Parks, and Leisure Services Administration Department's computer lab is only intended for students who are taking RPL, RLA, or LDR classes. All work conducted in the lab must be directly related to coursework (no personal activities, i.e. email, games, etc.). Please familiarize yourself with procedures on printing front and back to save resources. If printers break, please ask for assistance from a representative in Finch 213.

Guest Speakers

Your instructor has very specific expectations regarding student interaction and hospitality extended toward guest speakers. Under **NO** circumstances will a student multi-task (write notes, work on projects, schedule in calendars, text-message, etc.) during a guest speaker visit. In the event a student fails to respect this policy or displays behavior that is disrespectful in any form, the student will be asked to leave the classroom and the absence will be remarked. During a guest speaker's visit, all materials should be put away and stored in book bags. All desks should be completely clear - free from books, notebooks, calendars, etc. All speakers are to be 1) treated with the utmost respect; 2) supported by audience by participating in discussion and asking questions; and 3) thanked by demonstration of shaking of hands after their perspective visit. No exceptions. **None!**

Code of Student Rights, Responsibilities and Disciplinary Procedures

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of

the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class. For further information, please refer to the *Code of Student Rights, Responsibilities and Disciplinary Procedures*. <http://www.cmich.edu/policies-procedures/default.htm>

Accessibility and Disability Information

“CMU provides students with disabilities reasonable accommodation to participate in educational programs, activities, or services. Students with disabilities requiring accommodation to participate in class activities or meet course requirements should first register with the office of Student Disability Services (120 Park Library; telephone: 989-774-3018; Telecommunications Device for the Deaf: 989-774-2568), and then contact me as soon as possible.”

Regarding Technology

Your instructor is extremely proactive and supportive of technology specific to the internet and online social networking (Facebook, MySpace, etc.). As a result, you are highly encouraged to add her as a Friend on Facebook and by doing so you will be able to obtain information regarding assignments, class cancellations, and rubrics via Blackboard that is synced with Facebook. Please note: This is completely optional, but also highly recommended. With regard to technology usage during class time – **ALL** cell phones will remain on silent or vibration. As a student in this classroom, the general expectation is to be respectful and refrain from text-messaging during class.

Emergency Notification

The emergency notification system allows CMU to reach thousands of students, faculty, and staff very quickly. In the event of an emergency or crisis, CMU administration will send notification using the information you provide on this page. You are highly encouraged to update your contact information. More information about this system can be obtained by visiting CMU’s [“Emergency Preparedness”](#) page.

Research Study

Your instructor is a doctoral student at Walden University. During this semester, you will be invited to participate in a research study that investigates if there is a difference in sense of community between students who used Facebook in class and those who did not. You will receive an informed consent describing the elements of this study. If you agree to participate in this study, you will be asked to evaluate your experience as a student using a 24-item survey instrument. Completing the survey will take approximately 15 minutes of your time. Individual survey results will remain anonymous. The researcher will not use information for any purposes outside of this research study except as may be required by law. Data gathered will be destroyed upon completion of the study. All information compiled during data collection is to be used solely for the purpose of this research study.

You will not accrue any costs from participating in this study nor will you be compensated for participating in this study. You are free to refuse to participate in this research project or to withdraw your consent and discontinue participation in the project at any time without penalty or loss of benefits to which you are otherwise entitled. Your participation will not affect your relationship with the institution(s) involved in this research project or your grade.

Academic Standards

Please Note: Beginning with the 2010/2011 Bulletin all recreation majors are required to have a 2.25 GPA to sign a major and earn a 2.0 (C) or better in all of their RPL major classes to graduate. Questions? See your major advisor.