

Course Outline

**Hotel Restaurant Management 120  
Introduction to Travel & Tourism**

**I. Catalog Description**

Hotel Restaurant Management 120 examines tourism as a developing industry. Topics include travel modes, organizations, laws, and socio-economic impact. Also included is a comprehensive study of travel management, principles, practices, philosophies, and systems.

Units – 3.0

Lecture Hours – 3.0

Prerequisite: None

**II. Course Entry Expectations**

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 1.

**III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. describe the various components of the tourism industry and how they function together as a whole;
2. analyze the motivations of travelers;
3. discuss the history of leisure travel;
4. summarize the channels of distribution for travel related products;
5. explain the various forms of transportation used by the traveler;
6. explain the various types of travel accommodations;
7. analyze destination development;
8. review travel distribution networks;
9. recognize the economics of travel;
10. evaluate travel literature;
11. analyze the future of travel.

**IV. Course Content**

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|----|---------------------------------------------|---------|
| A. | Overview of the Travel and Tourism Industry | 3 hours |
| B. | The Nature of the Traveler                  | 6 hours |
| C. | The Channels of Distribution                | 3 hours |
| D. | The Airline Industry                        | 3 hours |

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|----|------------------------------------|---------|
| E. | The Surface Travel Industries      | 3 hours |
| F. | The Cruise and Steamship Industry  | 3 hours |
| G. | The Hospitality Industry           | 3 hours |
| H. | Destination Development            | 3 hours |
| I. | Recreation and Leisure Systems     | 3 hours |
| J. | Tours and Charters                 | 3 hours |
| K. | Business and Professional Travel   | 3 hours |
| L. | Travel and Tourism Distributors    | 3 hours |
| M. | Promotion and Sales                | 3 hours |
| N. | Technology and the Travel Business | 3 hours |
| O. | The Future                         | 3 hours |

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

1. lecture/discussion;
2. demonstration;
3. guest speakers;
4. field trips.

VI. **Assignments and Methods of Evaluation**

1. Midterm examinations.
2. Research projects.
3. Presentations.
4. Written assignments.
5. Final examination.

VII. **Textbook**

Ninemeier, J. and J. Purdue. Discovering Hospitality & Tourism. 2<sup>nd</sup> ed.  
Upper Saddle River, NJ: Prentice Hall. 2008  
10<sup>th</sup> Grade Textbook Reading Level. ISBN-0-13-159199-1.